

Queenstown Town Centre Masterplan

By Stephen Hewett and Peter Hansby

Content

1. Councils Aspirations
2. The problems identified
3. The processes we followed
4. What the Masterplan included
5. Future Look of Queenstown

QTMP 'Area of Focus' and 'Area of Influence'



Masterplan objectives, vision and more

- 1 Understanding what the **future** holds for Queenstown's Town Centre
- 2 Integration of Queenstown Town Centre **strategies, plans and projects**
- 3 We know **what's needed**, now we **plan for it** and **get on with it**

ILM vision: Supporting a thriving heart to Queenstown, now and into the future

Shaping experiences



Imagine... Easily getting into town via a variety of transport choices to enjoy a local community event with your family.

Imagine... Safety walking around the town centre and not feeling second best to cars.

Imagine... A town centre full of happy, relaxed people taking in the views and enjoying the vibrancy and energy that only New Zealand's premier alpine destination can offer.

Imagine... Locals and visitors mixing together to create a truly authentic NZ town experience.

We don't have to imagine, we can make this happen. But we need your help to get it right.



This is what we want/need to be

A LIVEABLE TOWN CENTRE SHOULD BE

COMPACT

High density and mixed land use promotes a resilient, diverse and multi-functional economy. Great for local business, living and culture.

WALKABLE AND CONNECTED

Promotes walking and cycling as the primary way to move around, improving health and wellbeing.

DIVERSE

Provides a mix of retail, civic, arts, entertainment and cultural experiences for locals and visitors.

HUMAN SCALE

Buildings that are easy to interact with and provide a good quality of life.

SMART

Improving local and visitor experiences through world leading technology and information.

AUTHENTIC

Enhancing the unique landscape, social and cultural heritage for locals and visitors.

MAGNETIC

Draws people in to experience the cultural, entertainment and landscape offering.

ACCESSIBLE

Offers a range of easy to use and affordable transport choices.

SUSTAINABLE

Designed with consideration of environmental impact.

PLACE

A dynamic, well-designed and constantly evolving destination, celebrating local character.

This is what we need to plan for

Transition from a town to a small city



growth

35,000 people
15,000 households
115,000 visitor population * (x3)
25,000 vehicles

* 8th largest centre in New Zealand
when at capacity

(Dunedin)



growth +100%

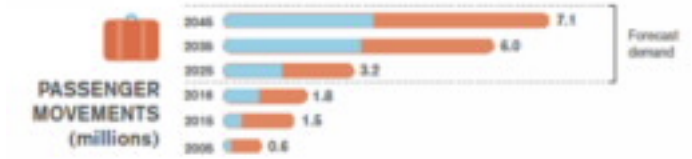
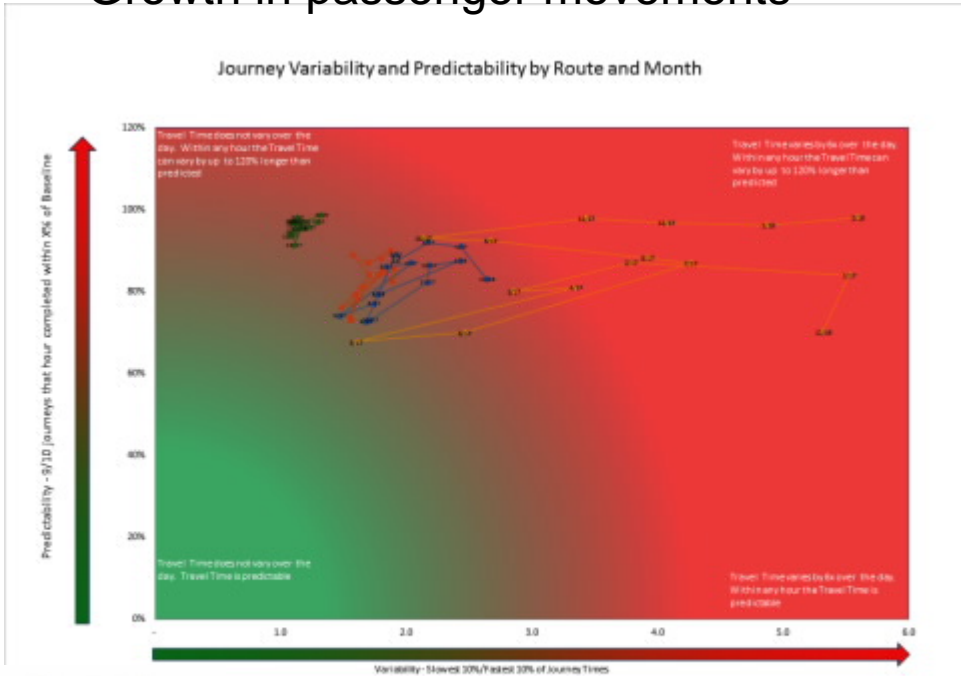
70,000 people
30,000 households
150,000 visitor population
50,000 vehicles

growth + intensification
public transport + infrastructure
community + arts + culture

(Tauranga)

The Transport Evidence

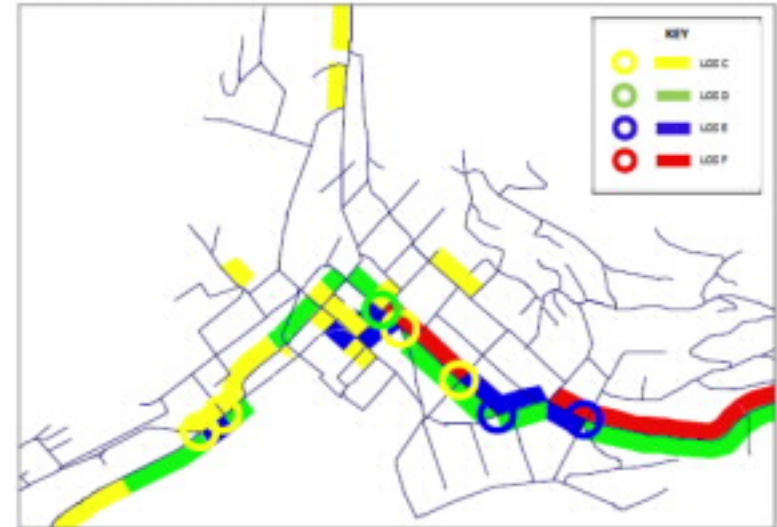
- Car dominance
- Low public transport use
- Congestion and Trip variability
- Parking circulation and capacity
- Lack of parking for visitors
- The need for more cycling and walking connections
- Growth in passenger movements



The Transport Evidence

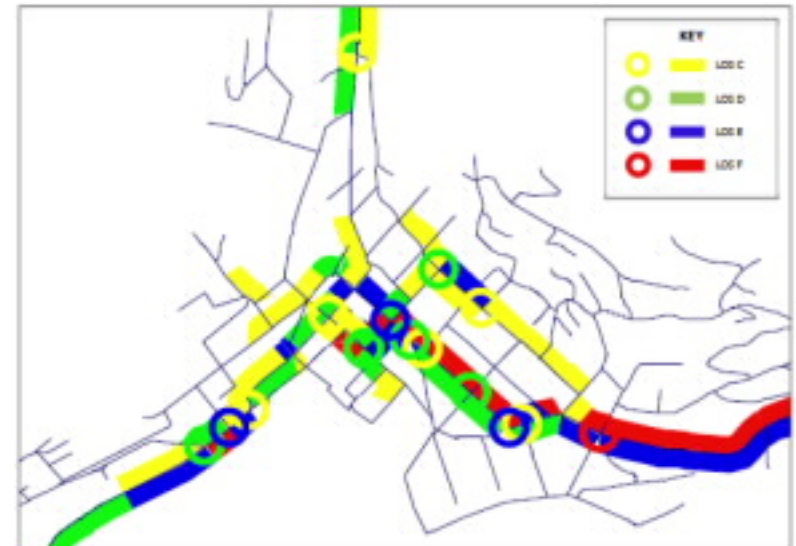
2012 Inner Links: 2026 Base Levels of Service – PM Peak

2016 QITS: 2025 Base Levels of Service – PM Peak

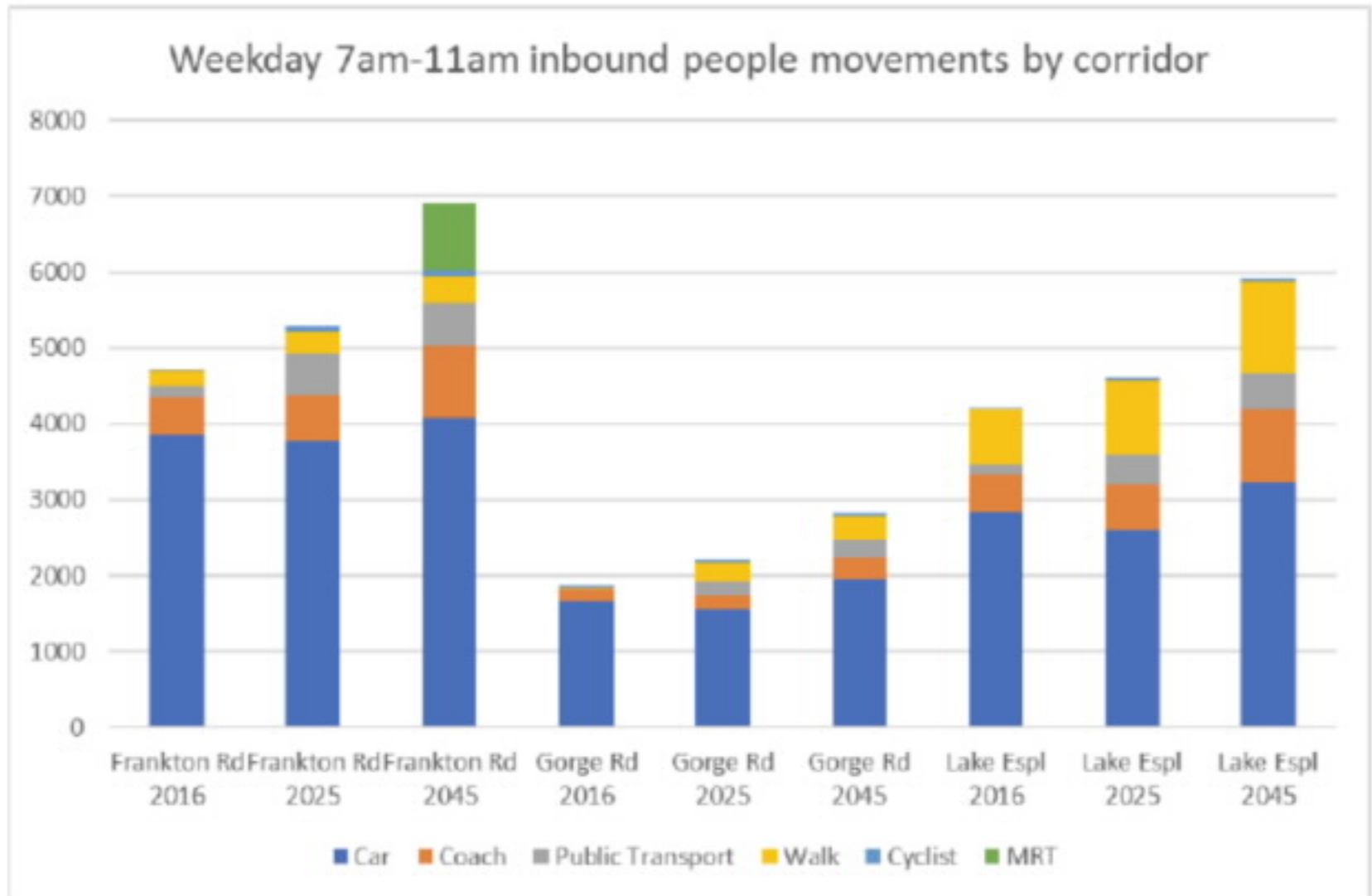


2012 Inner Links: 2041 Base Levels of Service – PM Peak

2016 QITS: 2045 Base Levels of Service – PM Peak



The Transport Evidence



The Impact on Town Centre Experience

SATISFACTION

On a scale of 1 (not at all satisfied) to 10 (extremely satisfied), how satisfied are you with these aspects of your current experience in the Queenstown region?

New Zealand	Q3 2014	Q3 2015	Q3 2016
Accommodation	8.5	8.7	8.5
Transport to Queenstown	8.3	8.8	8.5
Local transport options and services	7.4	7.8	7.9
Traffic and car parking	5.9*	6.6*	6.6
Public facilities (parks, toilets)	-	-	6.9
Natural environment	-	-	9.3
Cleanliness/presentation of town/region	8.7	8.8	8.9
Activities and attractions	9.0	8.9	9.1
Restaurants, cafes and bars in Queenstown	8.5	8.5	8.6
Overall experience in the Queenstown region	9.0	9.1	9.1

Australia	Q3 2014	Q3 2015	Q3 2016
Accommodation	8.1	8.3	8.8
Transport to Queenstown	8.3	8.1	8.6
Local transport options and services	7.7	7.6	8.1
Traffic and car parking	6.2*	6*	6.2
Public facilities (parks, toilets)	-	-	6.9
Natural environment	-	-	9.7
Cleanliness/presentation of town/region	8.8	8.9	9.4
Activities and attractions	8.9	8.9	9.4
Restaurants, cafes and bars in Queenstown	8.5	8.6	9.0
Overall experience in the Queenstown region	9.0	8.9	9.4

Other International	Q3 2014	Q3 2015	Q3 2016
Accommodation	7.9	7.4	8.0
Transport to Queenstown	8.2	7.7	8.3
Local transport options and services	7.4	6.8	7.4
Traffic and car parking	6.8*	6.6*	7.3
Public facilities (parks, toilets)	-	-	8.7
Natural environment	-	-	9.6
Cleanliness/presentation of town/region	9.1	8.4	9.1
Activities and attractions	9.1	8	9.0
Restaurants, cafes and bars in Queenstown	8.5	8	8.5
Overall experience in the Queenstown region	9.0	8.7	9.0

The Big Picture | Improvement Opportunities

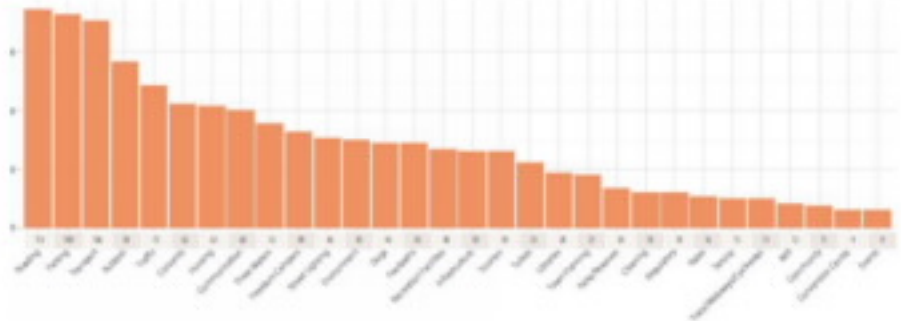
Question

What are three services that the Council either needs to improve on, or does not provide, but should?

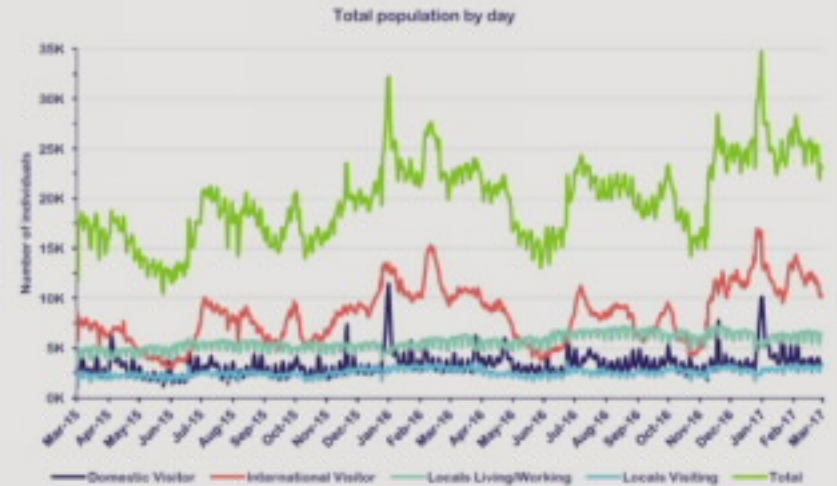
Findings

- This question yielded 138 comments. There were a number of comments that did not relate to council or where people were well-riding.
- The main themes were similar to last year, but ranked in a different order. The top ten topics in 2016 are: Roading, Hiking, Transport, Rubbish, Traffic, Communi-

Comments, Housing, Communication, Free Water, and Freedom Campers. Last year the hot topics were: Parking, Roading, Traffic, Street Lighting, Rubbish, Transport, Dogs, Parks, Buses, and Footpaths and in 2014 the key themes were around: Toilets, Conveniences, and Water. For the last three years traffic, roading, parking and transport all feature highly in areas that residents would like Council to focus on.



NUMBER OF VISITORS BY DAY



The Economic Impact

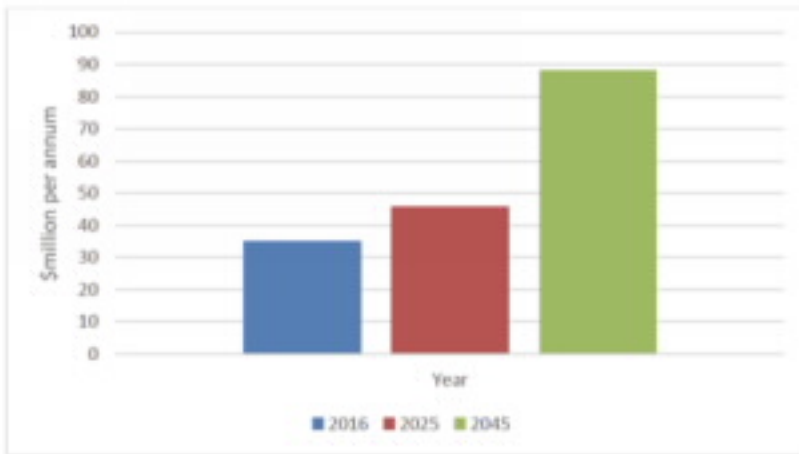
Our Contribution to the National Economy



SOURCE: MBIE MONTHLY REGIONAL TOURISM ESTIMATE

RTO (\$millions)	Domestic	International	Total	Market Share
Auckland	3,498	3,987	7,485	29%
Christchurch	1,255	918	2,173	8%
Queenstown	681	1,434	2,115	8%
Wellington	1,344	692	2,026	8%
Waikato	1,060	336	1,396	5%

2016 National tourism market share – 3rd by passenger numbers



Cost of congestion



Community Feedback

WE ASKED

What could be better?

HERE'S WHAT YOU SAID

PARKING
TRAFFIC CONGESTION
PRIORITISING PEOPLE OVER VEHICLES
CHEAPER AND MORE EFFICIENT PUBLIC TRANSPORT OPTIONS, INCLUDING A FERRY SERVICE
WIDER SELECTION OF SHOPS, MOVING AWAY FROM NON-ESSENTIAL CHAIN STORES AND BOOKING AGENTS
SAFER OPTIONS FOR CYCLISTS AND MORE 'BIKE FRIENDLY' FACILITIES AVAILABLE
MORE ATTRACTIVE STREETSCAPING
A BYPASS ROUTE FOR PEOPLE NOT HEADING TO TOWN
MORE RUBBISH AND RECYCLING BINS WHICH ARE MORE REGULARLY EMPTIED AND CLEANED (PARTICULARLY EARLY MORNING)
A VENUE FOR PERFORMING ARTS

WE ASKED

What do you expect out of a good town centre?

HERE'S WHAT YOU SAID

GOOD ACCESS TO AND AROUND THE TOWN CENTRE FOR ALL USERS
A DIVERSE RANGE OF SHOPPING, DINING EXPERIENCES AND OPPORTUNITIES TO SOCIALISE
SAFE AND CLEAN
LESS CARS IN TOWN / PEDESTRIANISATION OF MORE CBD STREETS
A GOOD RANGE OF PARKING OPTIONS
A BOUTIQUE OR QUIRKY FEEL TO THE DESIGN OF THE TOWN CENTRE
VIBRANCY AND CULTURAL DIVERSITY
GATHERING SPACES FOR MARKETS, COMMUNITY EVENTS ETC
ATTRACTIVE AND WELL MAINTAINED
HASSLE FREE



- A more accessible, affordable and authentic town centre
- People before cars
- Better transport options
- More community and civic facilities
- More celebration of heritage and culture
- Clean and green

Understanding the Town Centre – Public life Survey

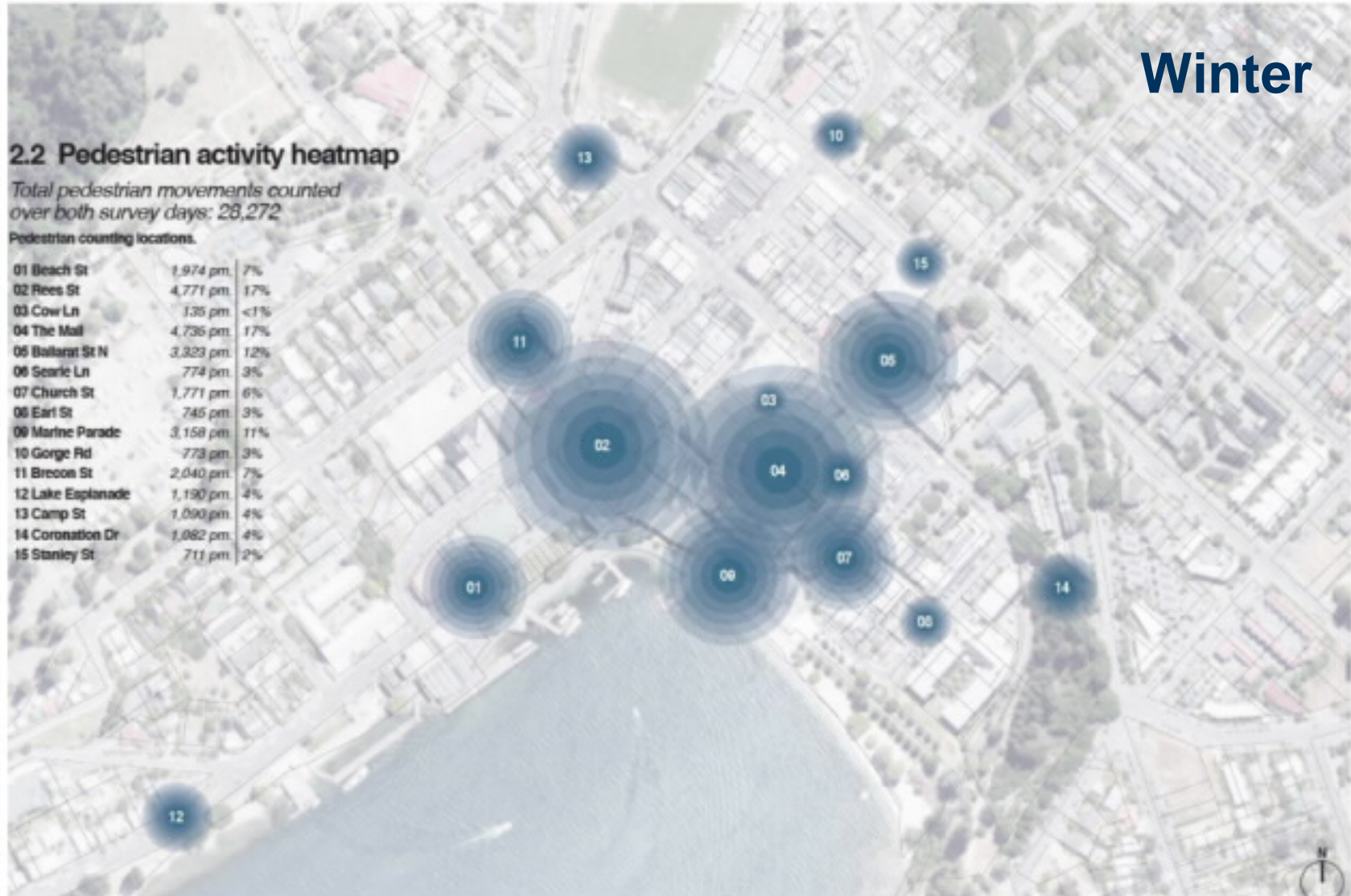
Winter

2.2 Pedestrian activity heatmap

Total pedestrian movements counted over both survey days: 28,272

Pedestrian counting locations.

01 Beach St	1,974 pm	7%
02 Rees St	4,771 pm	17%
03 Cow Ln	135 pm	<1%
04 The Mall	4,736 pm	17%
05 Ballarat St N	3,323 pm	12%
06 Searle Ln	774 pm	3%
07 Church St	1,771 pm	6%
08 Earl St	745 pm	3%
09 Marine Parade	3,158 pm	11%
10 Gorge Rd	773 pm	3%
11 Broome St	2,040 pm	7%
12 Lake Esplanade	1,190 pm	4%
13 Camp St	1,090 pm	4%
14 Coronation Dr	1,082 pm	4%
15 Stanley St	711 pm	2%



Understanding the Town Centre – Public Life Survey

2.0
PUBLIC
LIFE
SURVEY
HIGHLIGHTS

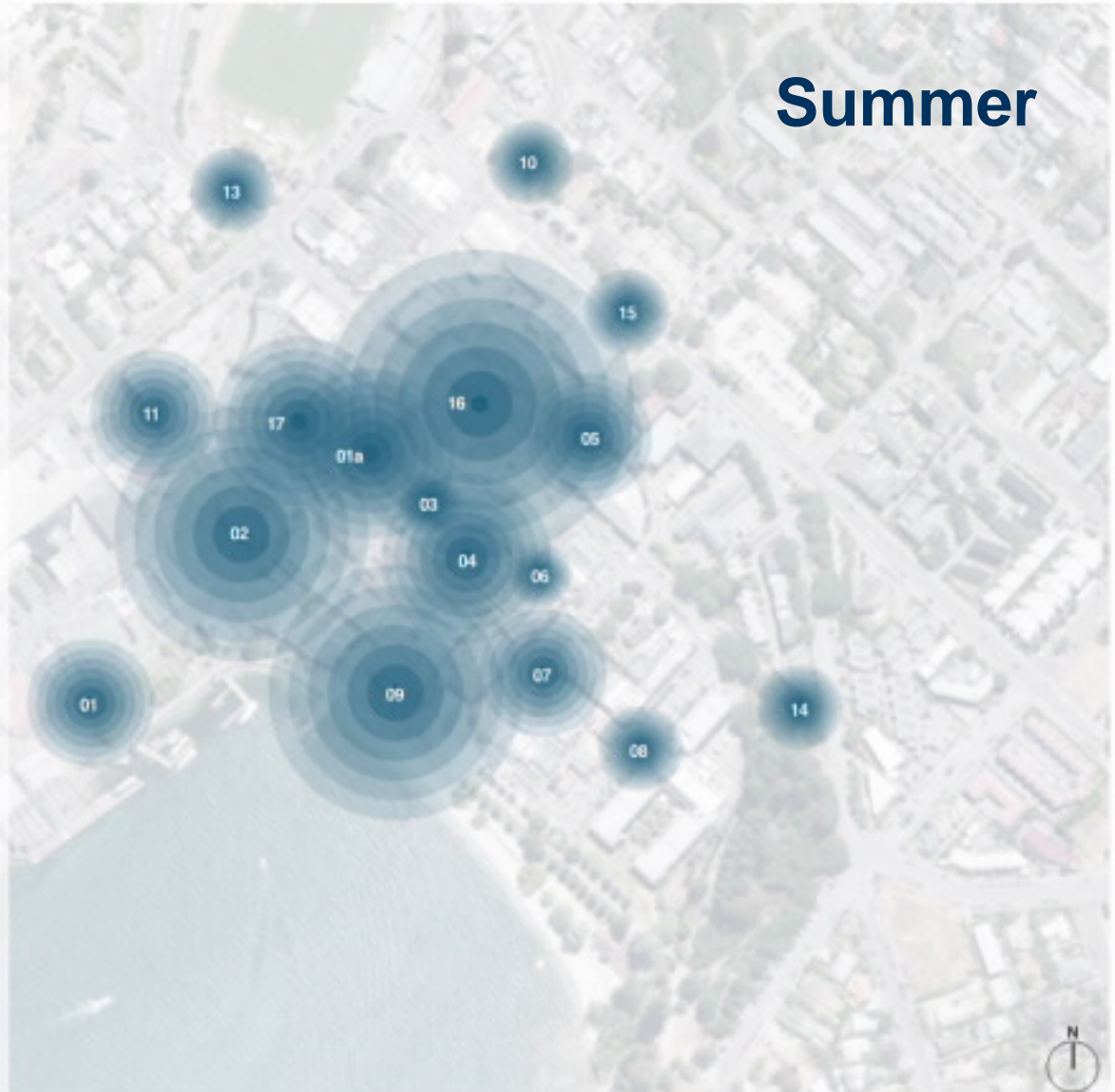
Summer

2.2 Pedestrian activity heatmap

Total pedestrian movements counted over both survey days: 42,723

Pedestrian counting locations.

01 Beach St	2,179 pm.	5%
01a Beach St (N)	4,028 pm.	9%
02 Rees St	4,682 pm.	11%
03 Cow Lane	232 pm.	1%
04 The Mall	4,328 pm.	10%
05 Ballarat St	2,391 pm.	6%
06 Searle Lane	562 pm.	1%
07 Church St	2,005 pm.	5%
08 Earl St	857 pm.	2%
09 Marine Parade	4,662 pm.	11%
10 Gorge Rd	1,174 pm.	3%
11 Brecon St	1,779 pm.	4%
12 Lake Esplanade	1,410 pm.	3%
13 Camp St	1,065 pm.	2%
14 Coronation Drive Walkway	1,000 pm.	2%
15 Stanley St	864 pm.	2%
16 Camp St (S)	5,249 pm.	12%
17 Shotover St	4,257 pm.	10%



Understanding the Town Centre – Public life Survey

Winter

2.3 Stationary activity heatmap

Total stationary activities counted over both survey days: 3,519

Activity counting locations:

47%	1,642 sta.	01 Beach St +
20%	692 sta.	02 Earnslaw Park
18%	643 sta.	03 Village Green
14%	509 sta.	04 The Mall
1%	33 sta.	05 Queenstown Bay
		06 Queenstown Gardens

Legend

- Waiting for transport
- Commercial active
- Cultural activities
- Standing
- Walking
- Physical activities
- Children playing
- Lying down
- Sitting on public chairs
- Sitting on benches
- Secondary seating



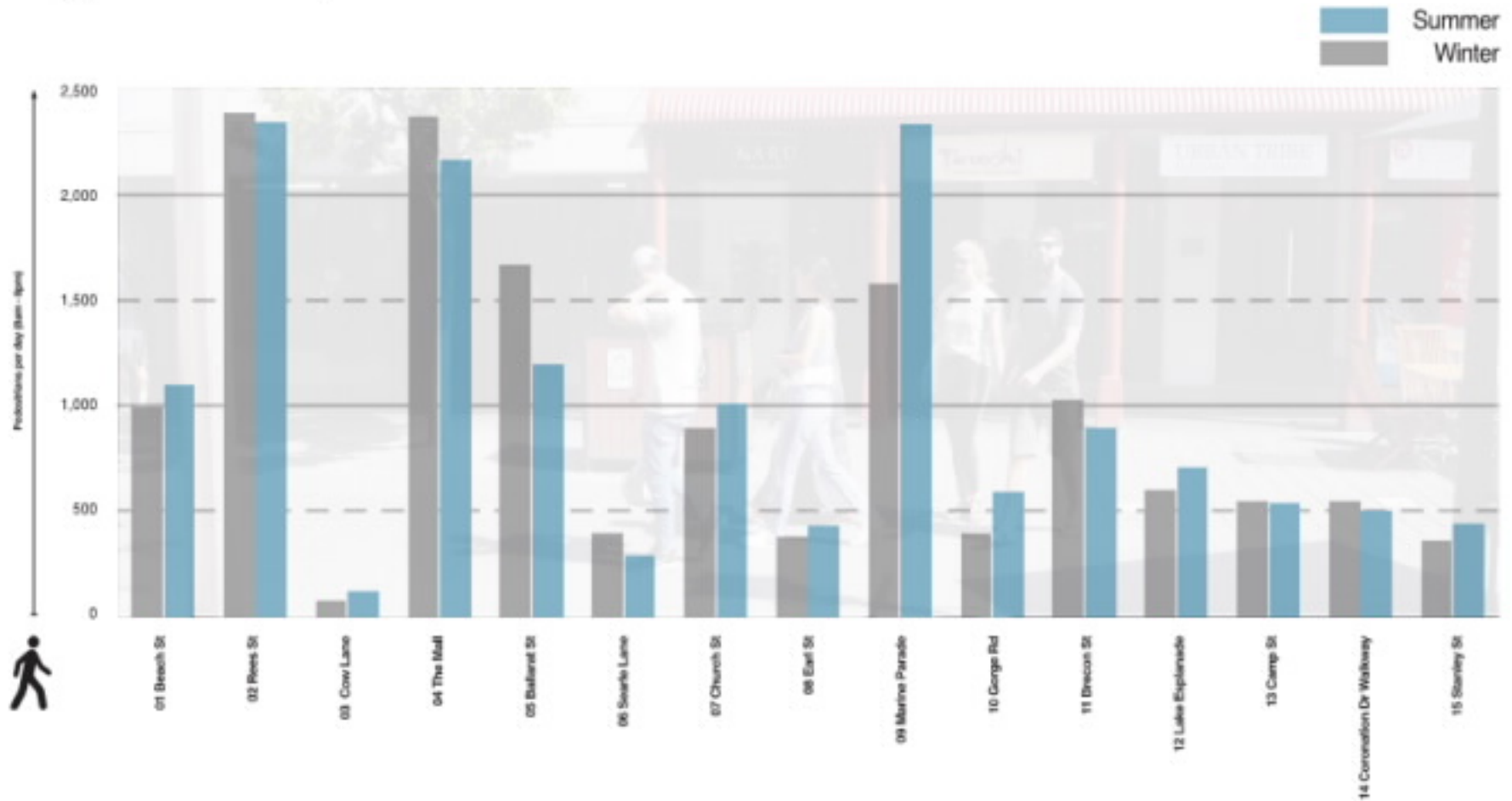
Understanding the Town Centre – Public life Survey



Understanding the Town Centre – Public life Survey

3.2 Pedestrian traffic: Summer vs winter

Average pedestrian movements per site



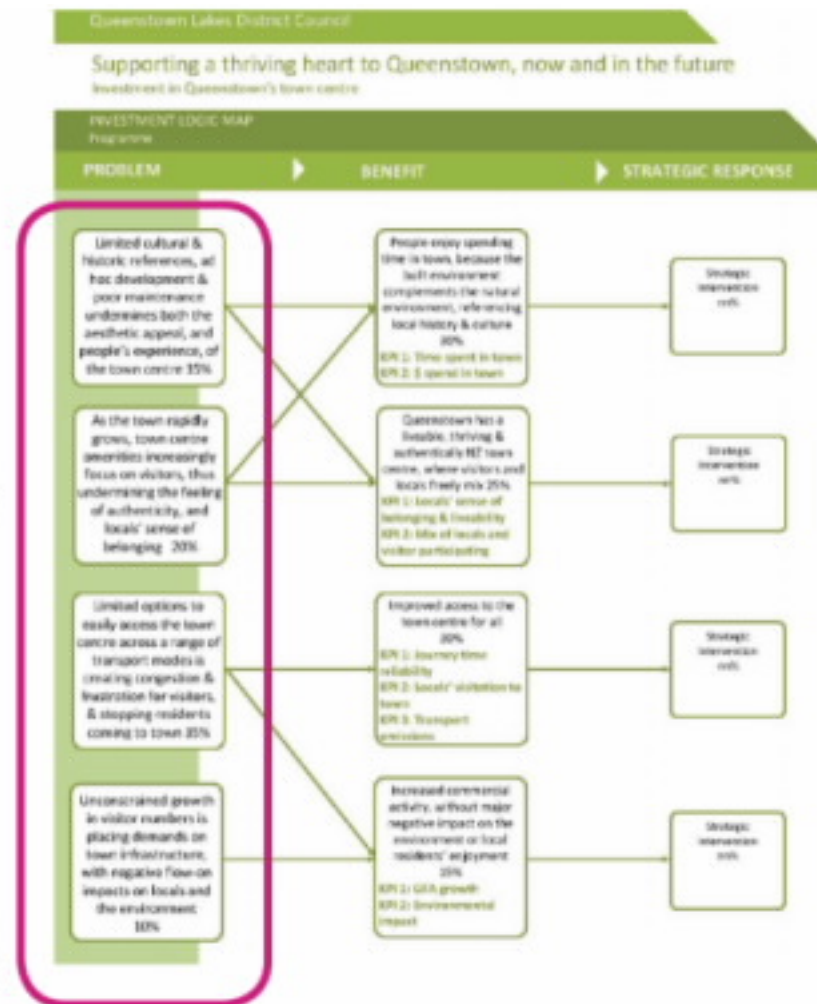
Understanding the Town Centre – Public life Survey

1. **Detune vehicle movements** in and around the town centre and lake front
2. **Widen footpaths** where possible
3. **Improve pedestrian accessibility** along feeder routes such as Gorge Rr, Coronation Dr and Upper Camp St
4. **Improve the pedestrian experience** on high volume vehicle routes
5. **Invitations to cycle are currently limited** with an incomplete cycle network and little provision for cycle parking in the centre
6. Explore potential to **accommodate more kerb side public seating**
7. Encourage **more kerbside dining** with café tables and chairs

The Identified Problems

Town Centre ILM Problems_

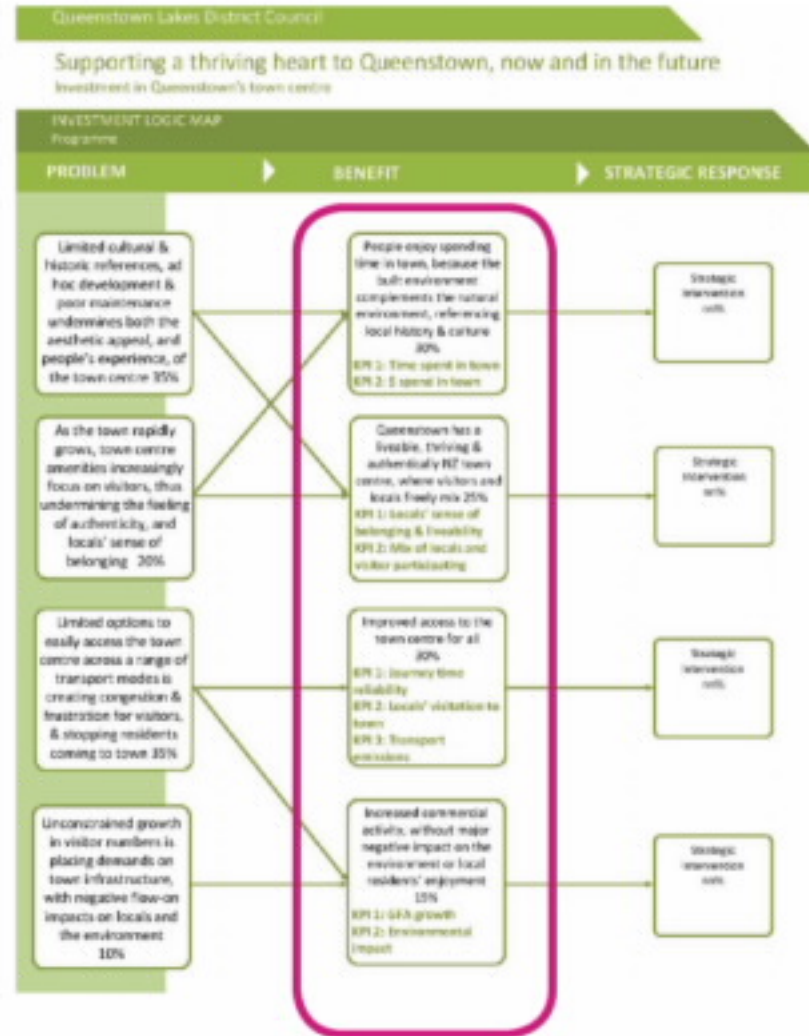
- **Limited cultural & historic references, ad hoc development & poor maintenance undermines both aesthetic appeal, and people's experience, of the town centre (35%)**
- **As the town rapidly grows, amenities increasingly focus on visitors, thus undermining the feeling of authenticity, and locals' sense of belonging (20%)**
- **Limited options to easily access the town centre across a range of transport modes creating congestion & frustration for visitors, & stopping residents coming to town (20%)**
- **Unconstrained growth in visitor numbers is placing demands on town infrastructure, negative flow-on impacts on locals and the environment (10%)**



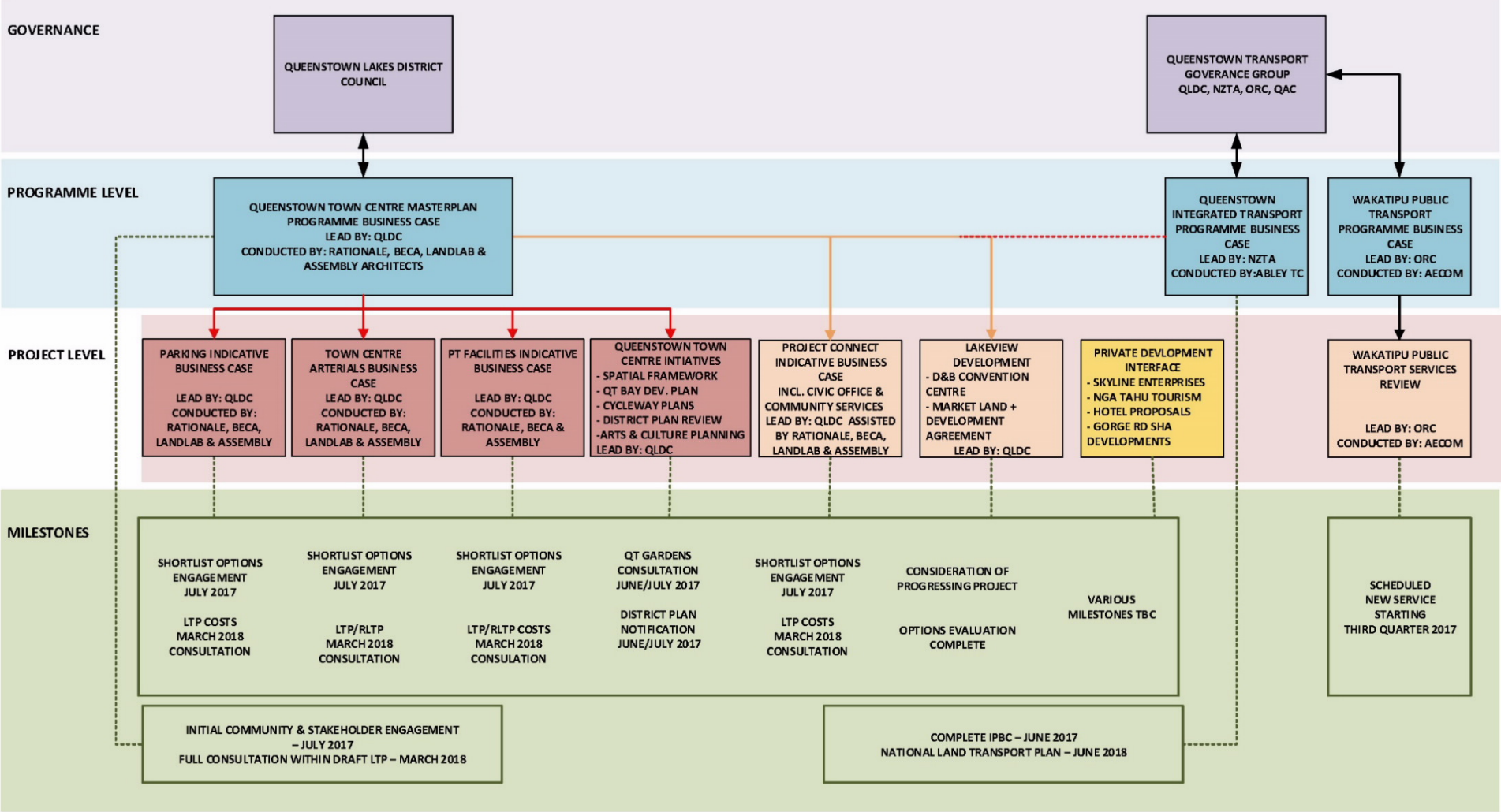
The Benefits

Town Centre ILM Benefits_

- People enjoy spending time in town, because the **built environment complements the natural environment**, referencing local history & culture (30%).
- Queenstown has a **liveable, thriving & authentically NZ town centre**, where visitors and locals freely mix (25%)
- **Improved access** to the town centre for all (30%)
- Increased **commercial activity**, without major **negative impact** on the environment or local residents' enjoyment (15%)

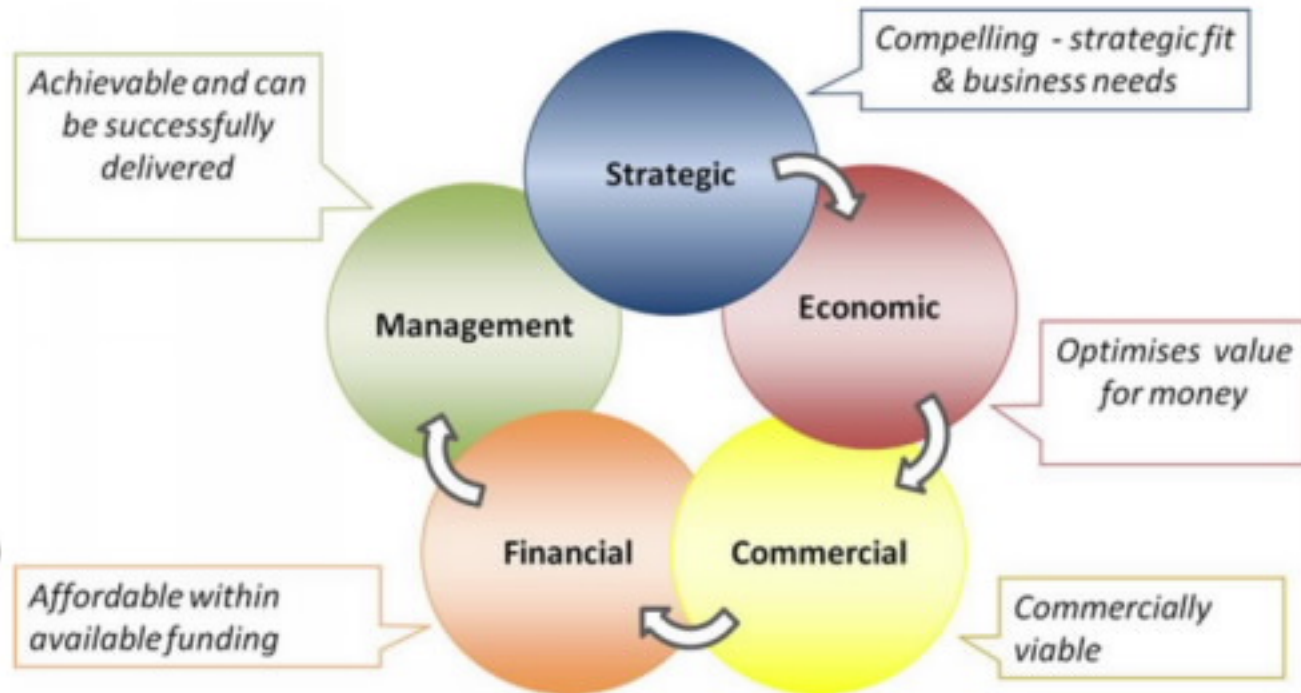


Queenstown Town Centre Workstreams

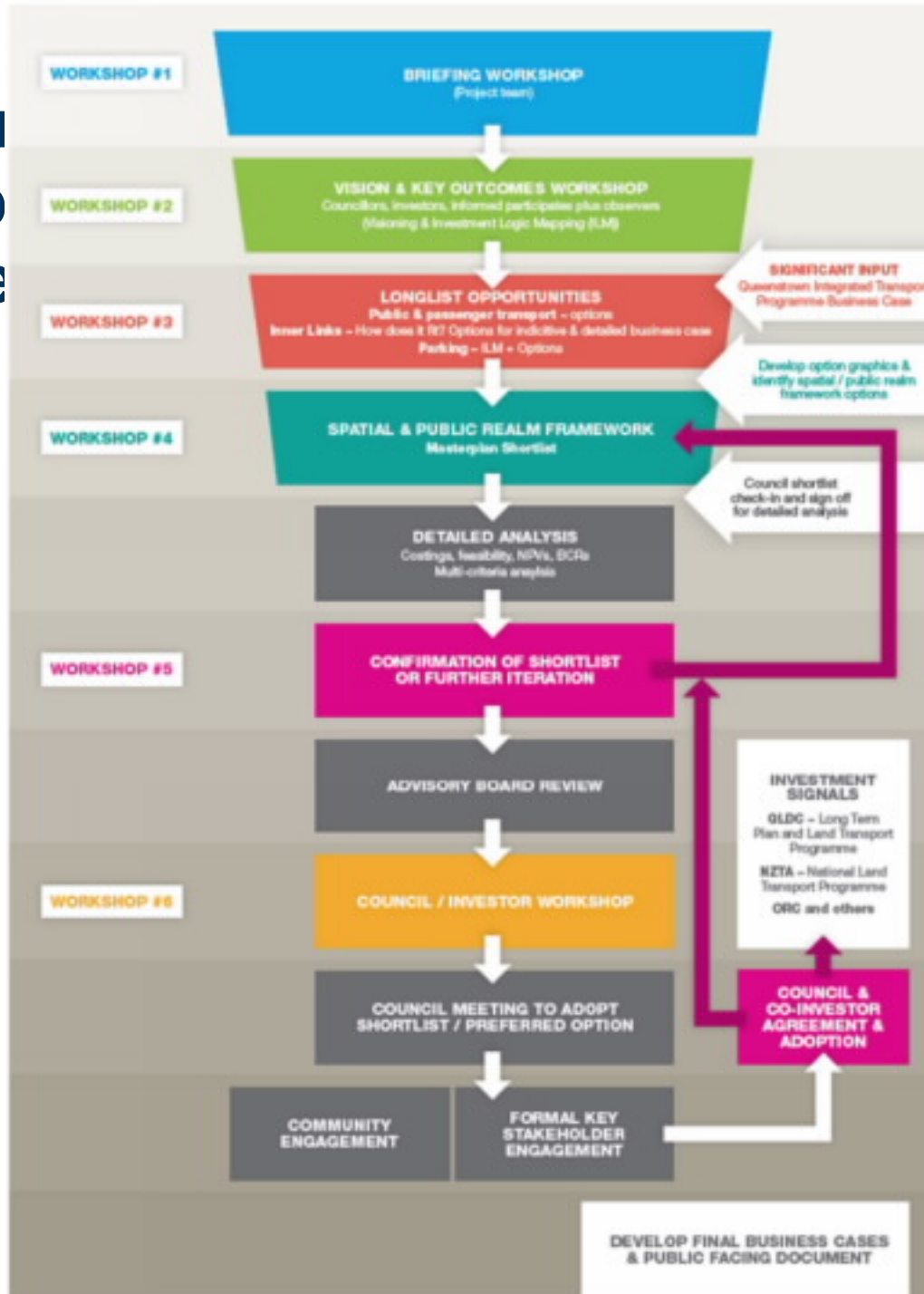


BBC Framework and key steps

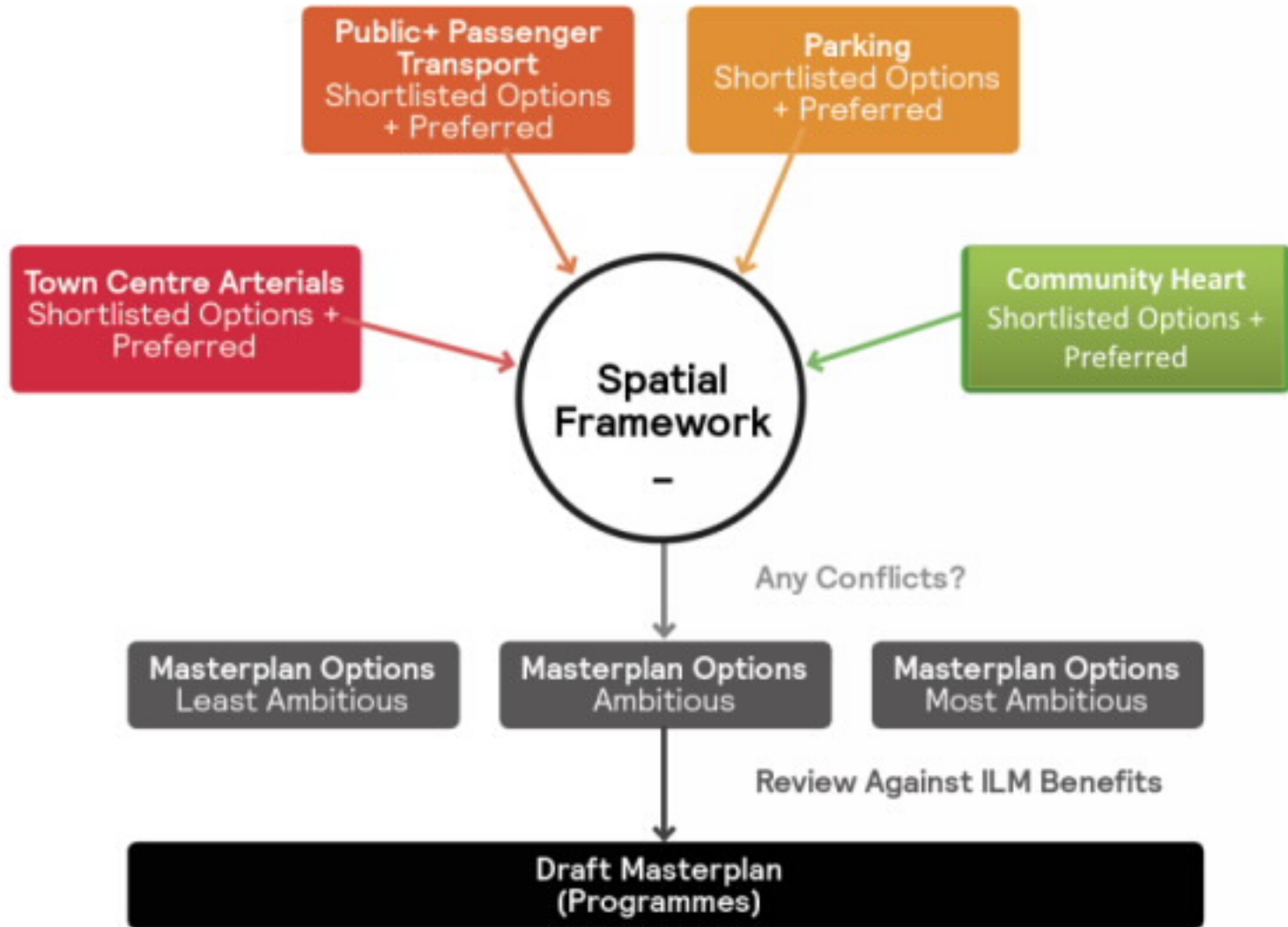
- Clear Investment Objectives
- Evidence Based
- Transparent
- Optioneering
- Collaborative
- Integrated
- Goal: Co-Investor Agreement via Business Case(s)
- Tools included:
 - ILMs
 - MCA
 - Longlist to shortlist
 - IAF



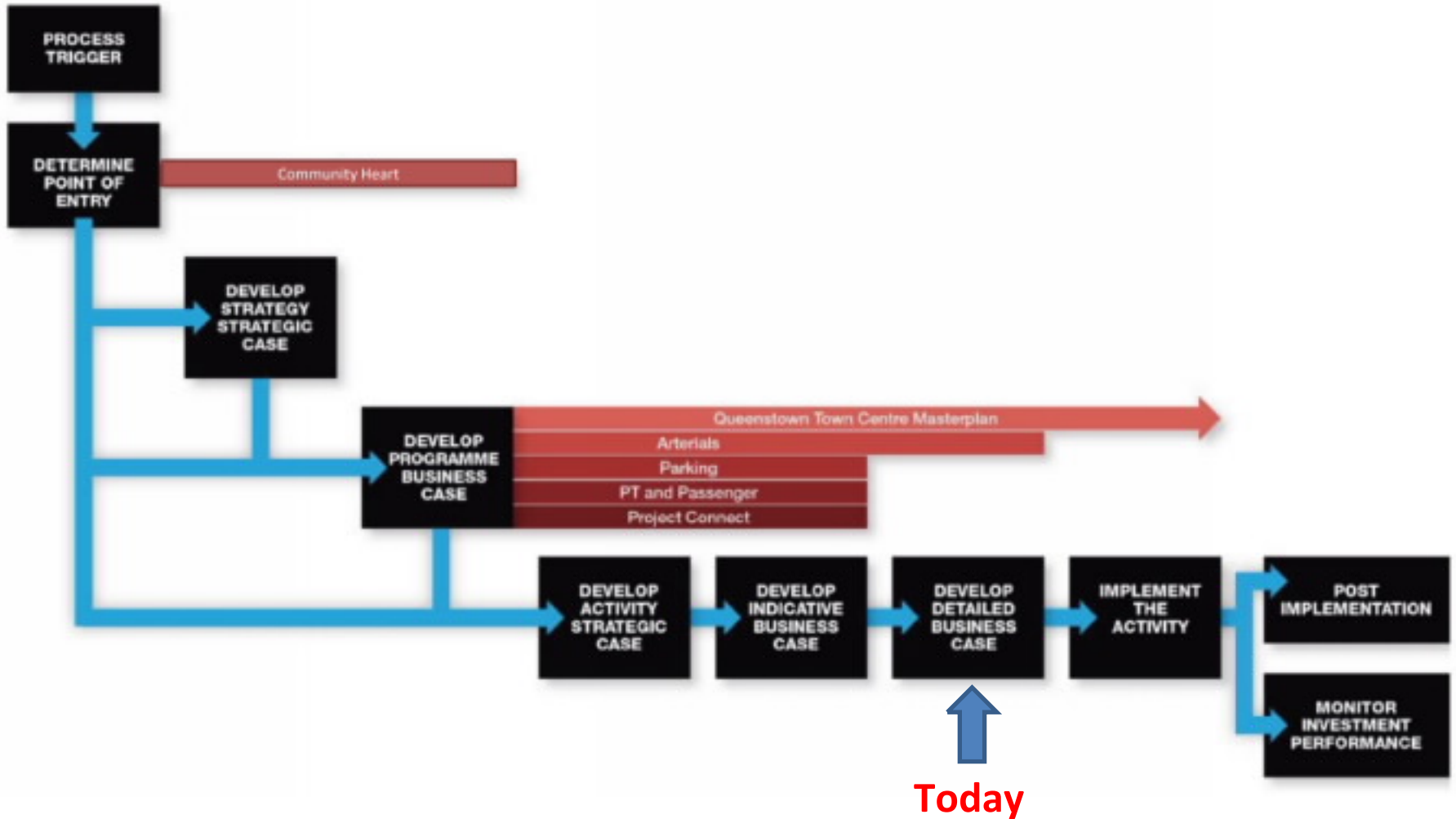
Masterplan Development Process



Masterplan Development Process



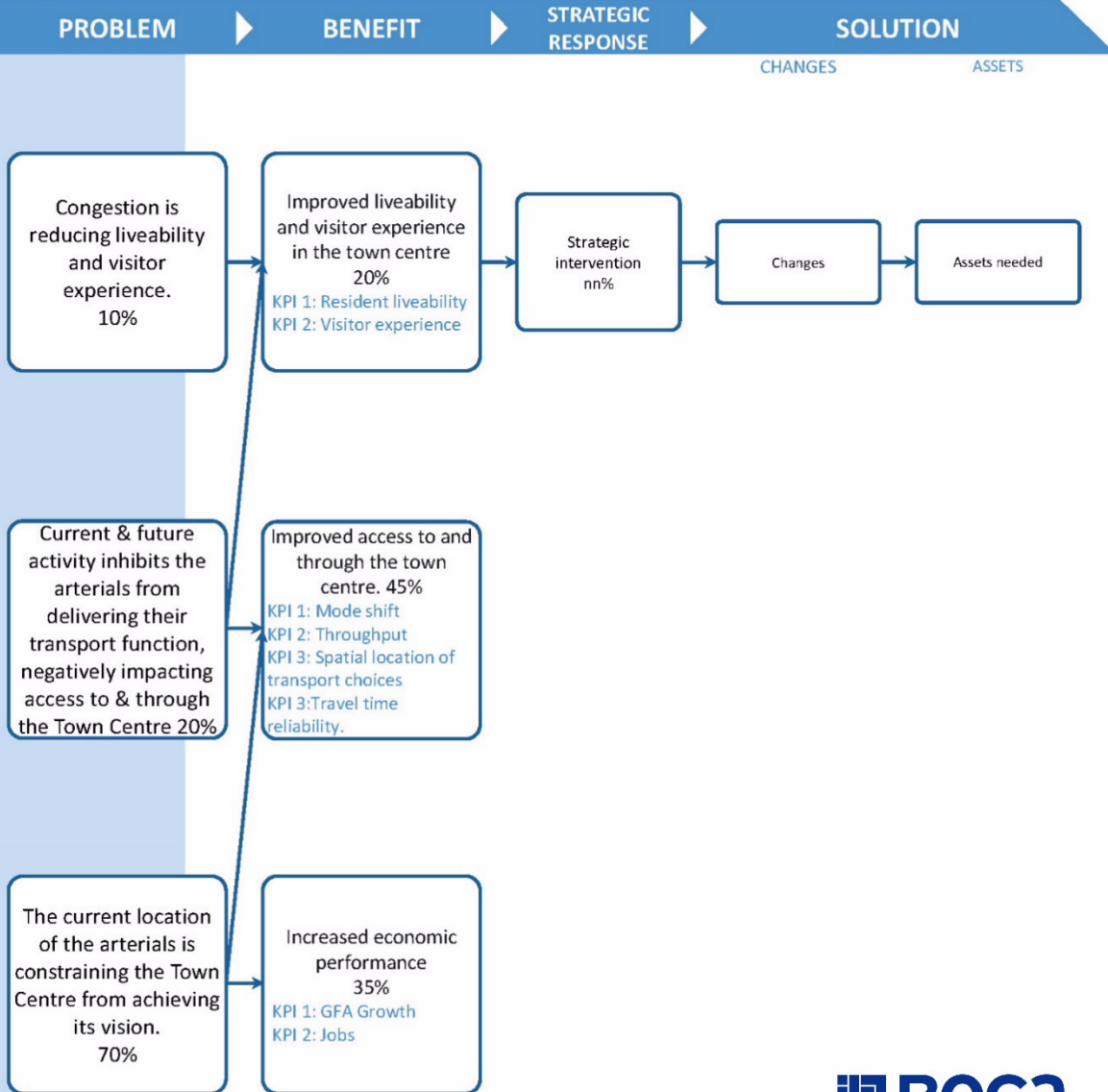
Planning to Delivery



Town Centre Arterials



Town Centre Arterials Investment Logic Map



Town Centre Arterials - MCA

Queenstown Town Centre Masterplan Arterial Long List

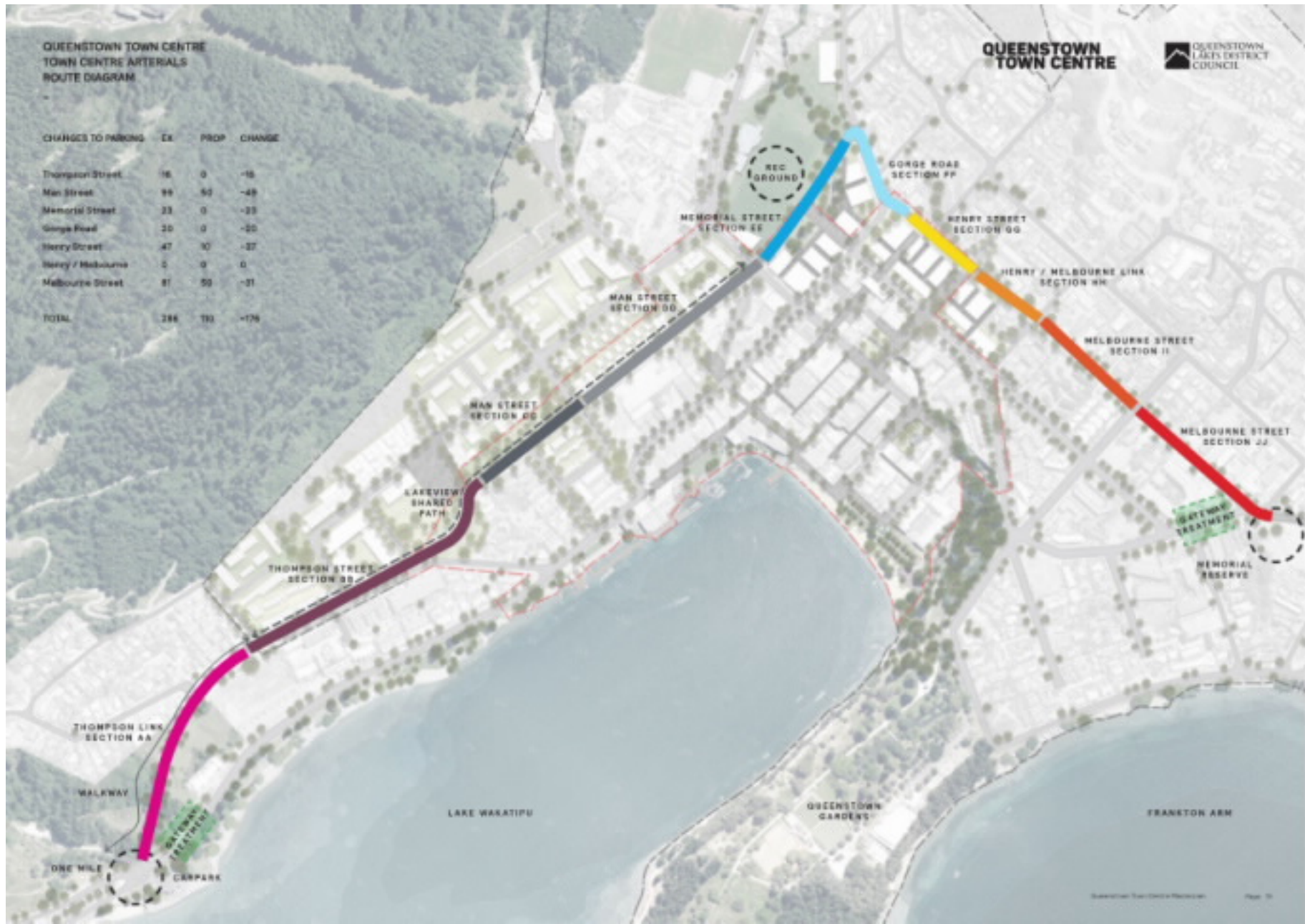
Longlist Options Assessment

Description of Option:	Scope Options																								
	Demand					Shotover Street					Stanley Street					Intersection					Arterials				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20					
Investment Objectives	<p>Improved access to and through the Town Centre - 30% KPI 1: Increased modal split by Bus, Cycle and Walking KPI 2: Increased Pedestrian Taps throughout KPI 3: Travel Time Savings and Reduced Variability of vehicle Taps KPI 4: Spatial location of Transport Choices</p>																								
Investment Objectives	<p>Improved Leasability and Visitor Experience in the Town Centre - 45% KPI 1: Useability within the Town Centre and by surrounding residents KPI 2: Greater Mobility Choices within the Town Centre</p>																								
Investment Objectives	<p>Increased Economic Performance of the Town Centre - 15% KPI 1: Increased Commercial GFA of the Town Centre KPI 2: More jobs within the Town Centre</p>																								
Critical Success Factors (as these CFS are Strategic fit and business needs)	<p>Accessibility (M-Walking)</p>																								
Potential value for money - Optimises public value (Goods), Economic and environmental, in terms of the potential costs, benefits and risks	<p>Yes/No/Partial</p>																								
Supplier capacity and capability - Matches the ability of potential suppliers to deliver the required infrastructure	<p>Yes/No/Partial</p>																								
Potential affordability - Is funding available? Timing?	<p>Yes/No/Partial</p>																								
Potential achievability - ability and skills to deliver (QLDC/NZTA), land acquisition and consenting.	<p>Yes/No/Partial</p>																								
Overall Assessment	<p>Continued for VFM / Possible / Discount / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Disruptive / Possible</p>																								
Shortlisted options:	<p>Status Quo - Do Nothing</p>																								
Less Ambitious	Do-Minimum - Travel Demand Management					Shotover Street Arterial Replacement Option 1 - New Man Street / Thompson Street Arterial link					Stanley Street Arterial Replacement Option 4 - Melbourne St/Henry St					Combined Shotover Street and Stanley Street Preferred Arterial Replacement options - Melbourne St/Franks Road Intersection to One Mile Via Private Land									
Intermediate	Do-Minimum - Travel Demand Management					Shotover Street Arterial Replacement Option 1 - New Man Street / Thompson Street Arterial link					Stanley Street Arterial Replacement Option 4 - Melbourne St/Henry St					Stanley Street Arterial Replacement - Melbourne St - Man St									
More Ambitious	Do-Minimum - Travel Demand Management					Shotover Street Arterial Replacement Option 1 - New Man Street / Thompson Street Arterial link					Stanley Street Arterial Replacement Option 4 - Melbourne St/Henry St					Combined Shotover Street and Stanley Street Preferred Arterial Replacement options - Melbourne St/Franks Road Intersection to One Mile Via QLDC Site									

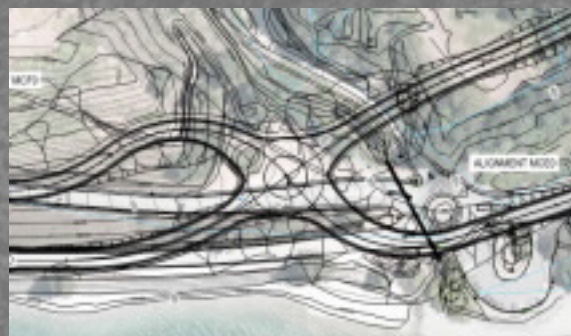
Town Centre Arterials



Town Centre Arterials – Parking Effects



Option 16: Preferred Option Melbourne St/ Frankton Road intersection to One Mile Via Private Land



Town Centre Arterials – Melbourne Street

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS
MELBOURNE STREET WEST – SYDNEY TO DUBLIN



QUEENSTOWN
TOWN CENTRE



CARS 69%

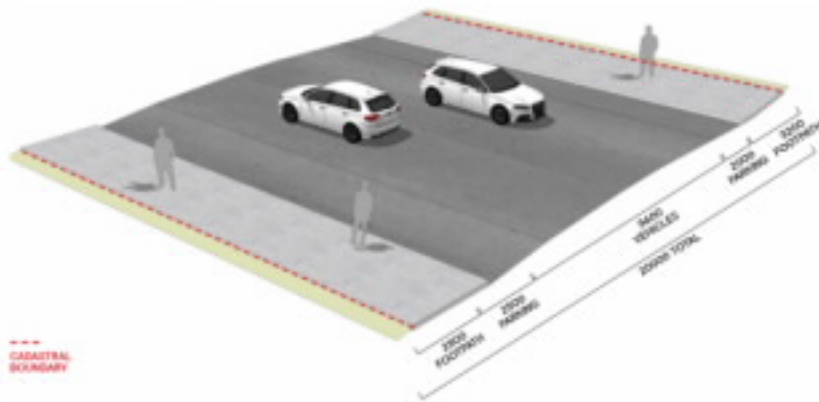
PEOPLE 31%

EXISTING

CARS 68%

PEOPLE 32%

PROPOSED



MELBOURNE STREET WEST EXISTING

The existing condition of the street provides 69% of space for vehicles and 31% for pedestrians. The proposal is to provide more pedestrian amenity.



MELBOURNE STREET WEST PROPOSED

This option provides 68% of space for vehicles and 32% for pedestrians. Both footpaths are increased to 3200mm, below the minimum dimension of 3000mm. A central planted median is provided and parking is maintained.

KEY NOTES

Concrete paving

Town Centre Arterials – Henry Street

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS
HENRY STREET

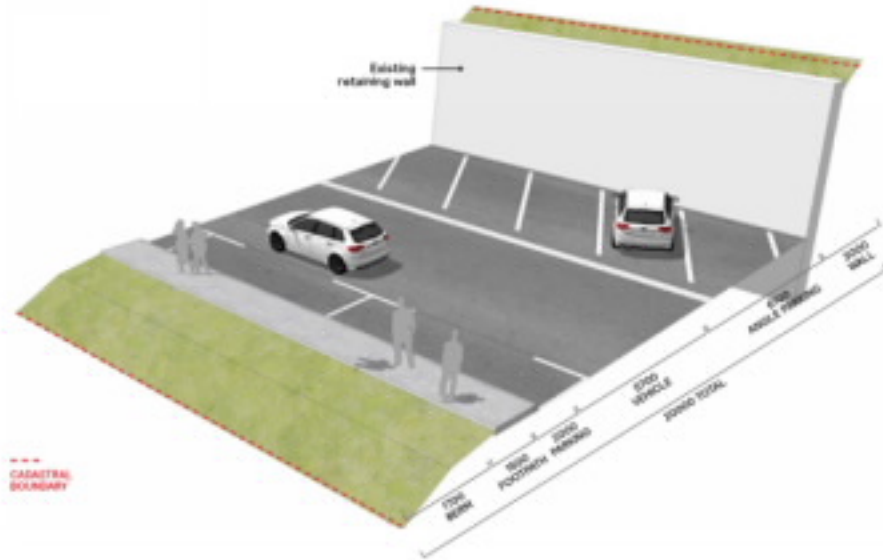


QUEENSTOWN
TOWN CENTRE



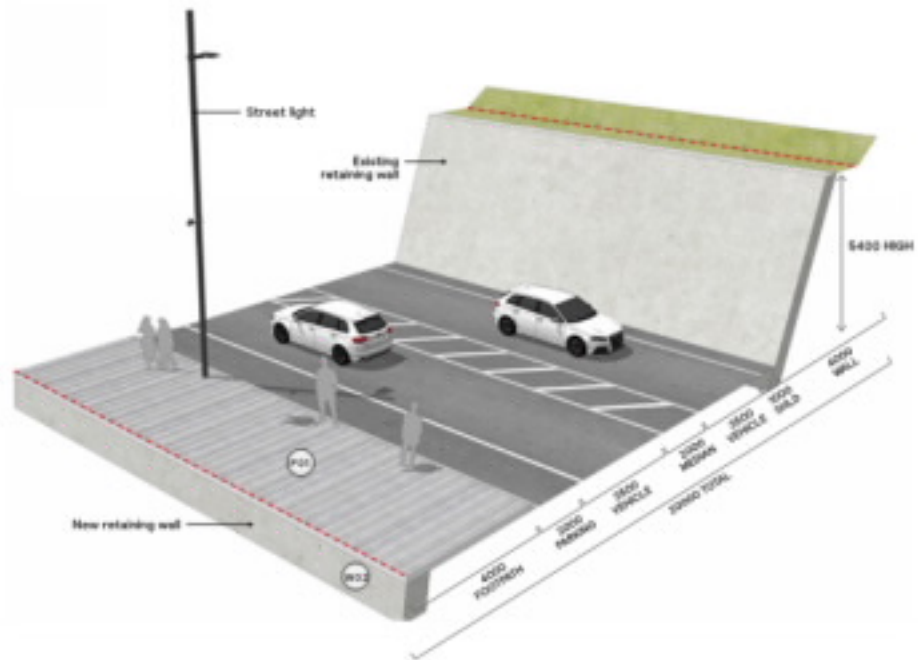
CARS 84% PEOPLE 16% CURRENT

CARS 77% PEOPLE 23% PROPOSED



HENRY STREET EXISTING

The existing condition of the street provides 84% of space for vehicles and 16% for pedestrians. The proposal is to provide more pedestrian amenity.



HENRY STREET PROPOSED

This option provides 77% of space for vehicles and 23% for pedestrians. This is achieved by building a new retaining wall and a widened footpath to the southern side of the street to 4000mm. Parking is maintained on this side at 3000mm wide. A new painted median is provided and angle parking removed.

KEY NOTES

- Concrete paving
- Retaining wall

Town Centre Arterials – Man Street

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS
MAN STREET

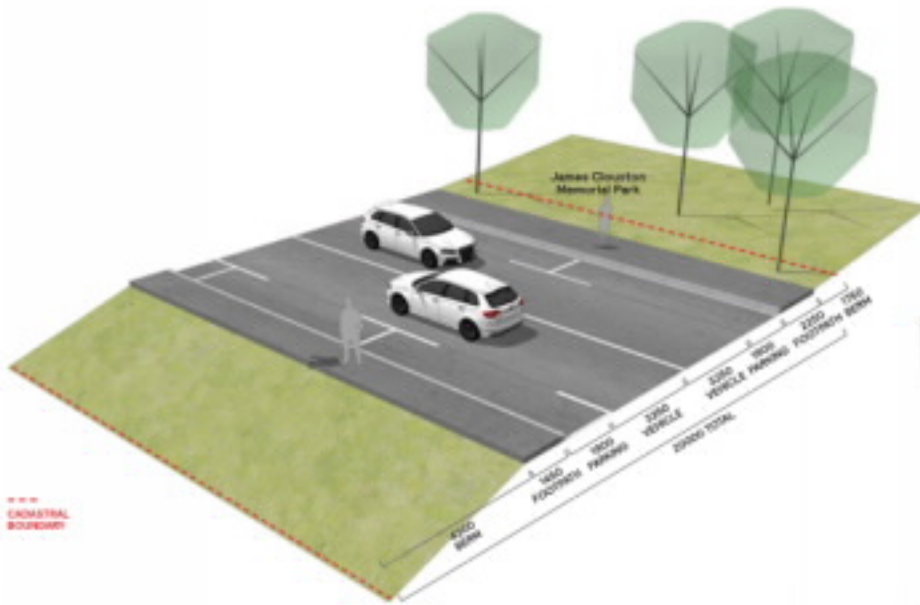


QUEENSTOWN
TOWN CENTRE



CARS 72% PEOPLE 28% EXISTING

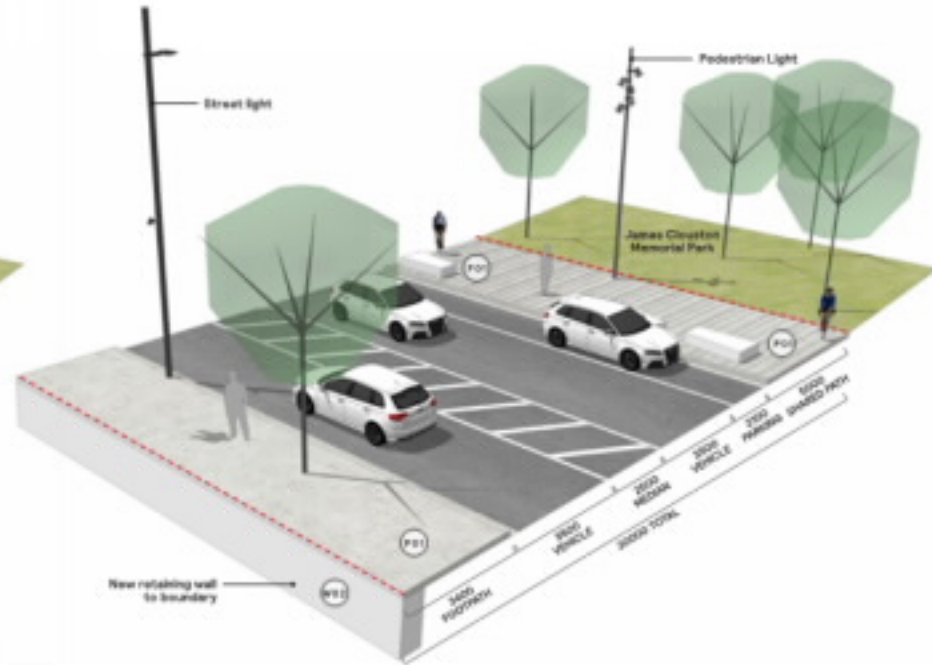
CARS 55% PEOPLE 45% PROPOSED



--- CENTRAL BOUNDARY

MAN STREET EXISTING

The existing condition of the street provides 72% of space for vehicles and 28% for pedestrians. The proposal is to provide more pedestrian amenity.



MAN STREET PROPOSED

Only 4 / 5 sites have access on south side between S-bend and Hay Street.

This option provides 55% of space for vehicles and 45% for pedestrians. In this option the footpath is increased on both sides. South footpath is increased to 3400mm. New shared path 5000mm wide to north side. Parking provided on north side of road 2100mm wide.

KEY NOTES

- Concrete paving
- Retaining wall
- Street furniture

Town Centre Arterials – Thompson Street

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS
THOMPSON STREET

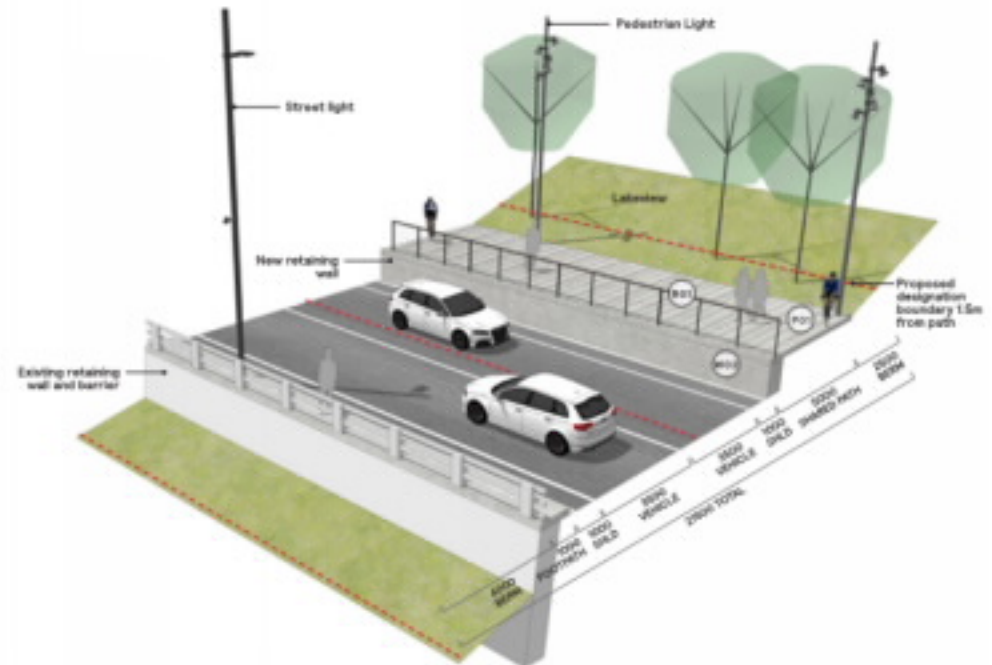
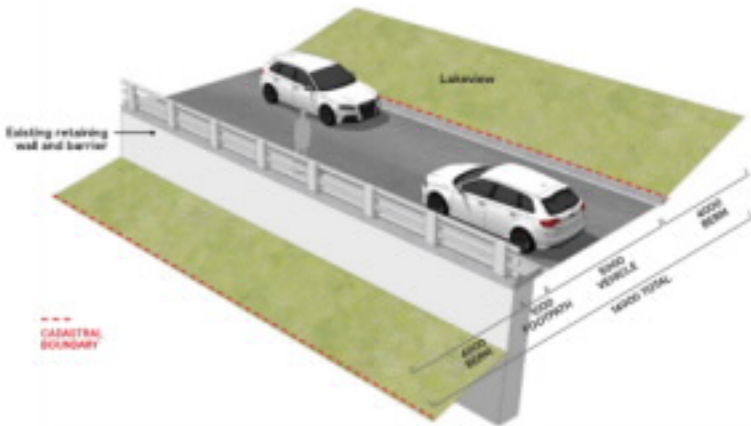


QUEENSTOWN
TOWN CENTRE



CARS 83% PEOPLE 17% EXISTING

CARS 60% PEOPLE 40% OPTION 1



THOMPSON STREET EXISTING

The existing condition of the street provides 83% of space for vehicles and 17% for pedestrians. The proposal is to provide more pedestrian amenity.

THOMPSON STREET PROPOSED

This option provides 60% of space for vehicles and 40% for pedestrians. New road width is achieved by extending total dimension north towards Lakeweb. The overall cross-section is increased by 750mm. South footpath retained at 1000mm. New shared path 500mm wide to north side.

KEY NOTES

- Concrete paving
- Retaining wall
- Rebar

Parking



Parking

Parking ILM Problems_

Limited transport options to access the town centre, low parking prices, poor layout, creates confusion, circulation, congestion and reduced amenity	35%
Insufficient parking enforcement and low level fines, results in carpark users disrespecting the rules, which leads to sub-optimal turnover and utilisation	15%
Carparking is at capacity , stopping residents coming to town, which reduces town centre authenticity and creates business uncertainty	30%
Proliferation of on street parking and parking apparatus diminishes the amenity value of the natural environment in the town centre and residential areas	20%

Parking - MCA

Parking ILM Benefits_

Less congestion created by carparking activity

35%

Improved efficiency and optimal use

25%

Improved Liveability and Visitor Experience

40%

Parking Interventions and Programmes

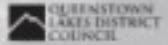
Key components of the preferred option	
1	Intelligent transport systems including real time information, parking information, remote booking/purchasing, parking availability and mobility that is in sequence with intelligent signage systems
2	Parking enforcement measures including increased personnel, parking information systems to assist enforcement and potentially increased parking penalties
3	Marketing and communications to enable better understanding of the parking and wider transport options, including tourist information, maps, website information, airport and hotel marketing.
4	Demand management initiatives including increased parking charges to increase mode shift and optimise occupancy rates, less free parking, subsidising public transport (hypothecated fund) and variable charges
5	On-street parking changes including reduction of on-street parking in the town centre, supporting a pedestrian/walking focus, reduced free all-day parking in the area of influence, and resident parking schemes.
6	Off-street parking changes including to provide for future growth and offset the reduction in on-street parking due to other masterplan projects, upgrades and new developments are proposed around the town centre fringes.
7	Integrated park and ride facilities and services for commuters, visitors and campervan drivers.
8	User type management actions including commuter, shopper, events and visitor demand management, tourist operator pick up and drop off areas, coach layover, public transport layover, special needs facilities, and dedicated freight and delivery spaces.
9	Additional bike parking is proposed in strategic locations around Queenstown. This will comprise a combination of covered and uncovered parks with necessary crime prevention features,



Demand Management – On Street

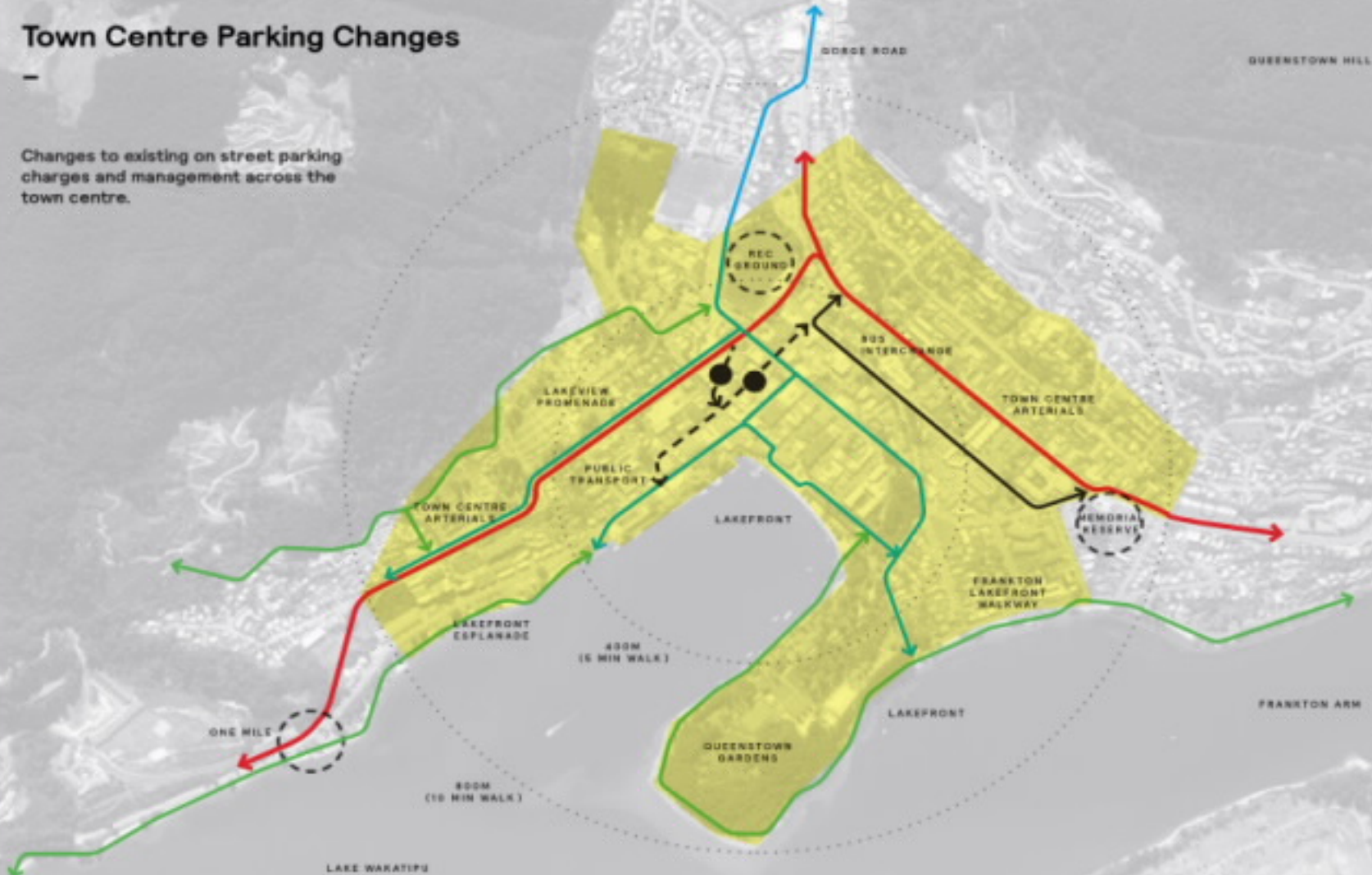
QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS

QUEENSTOWN
TOWN CENTRE



Town Centre Parking Changes

Changes to existing on street parking charges and management across the town centre.



Parking Interventions and Programmes

Key components of the preferred option	
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Parking Building Options



QUEENSTOWN TOWN CENTRE
MASTERPLAN

Beca LAND
LAB

AREA OF INFLUENCE
AREA OF FOCUS

A large car park will need:

- To be linked to arterial
- Activate underutilised land
- Be located on the fringe
- be highly accessible to foot traffic

BEN LOMOND
SCENIC RESERVE

Queenstown High School Car Park site

Queenstown Primary
School Car Park Site

Boundary St Car Park Site

QUEENSTOWN
HILL

Rec Ground Car Park Site

Skyline Gondola
Car Park Site

Athol St Car Park Site

Ballarat St Car Park Site

PC50 Rise Car Park Site

TOWN CENTRE

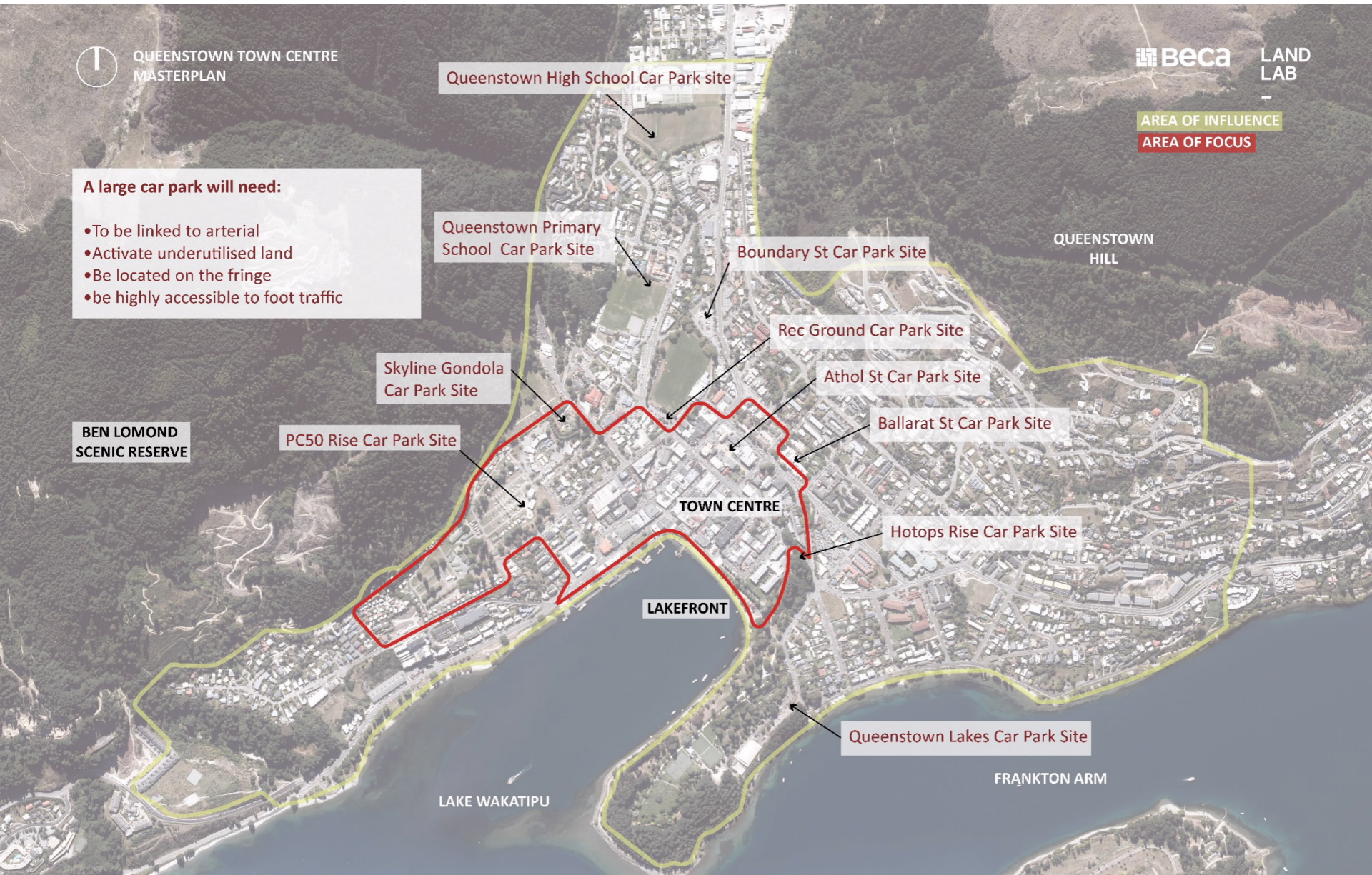
Hotops Rise Car Park Site

LAKEFRONT

Queenstown Lakes Car Park Site

LAKE WAKATIPU

FRANKTON ARM



Preferred Off-Street Parking Locations

QUEENSTOWN TOWN CENTRE
PARKING

QUEENSTOWN
TOWN CENTRE



Off Street Parking

Preferred Arterials Alignment showing key interface with preferred Parking Options

Location	Change
New Parking Buildings	
Skyline (Private)	+350
Balarat	+350
Lakeview	+200
Boundary	+200
Total	+1100
On-Street Restricted and Free with in walking distance of Historic Core converted to paid	+1200
Public Realm Changes	
Potential loss of Cars from Arterials + Public Realm enhancements	-530
Total Parking Change	+1670



LAKE WAKATIPU

QUEENSTOWN
GARDENS

Queenstown Town Centre Parking



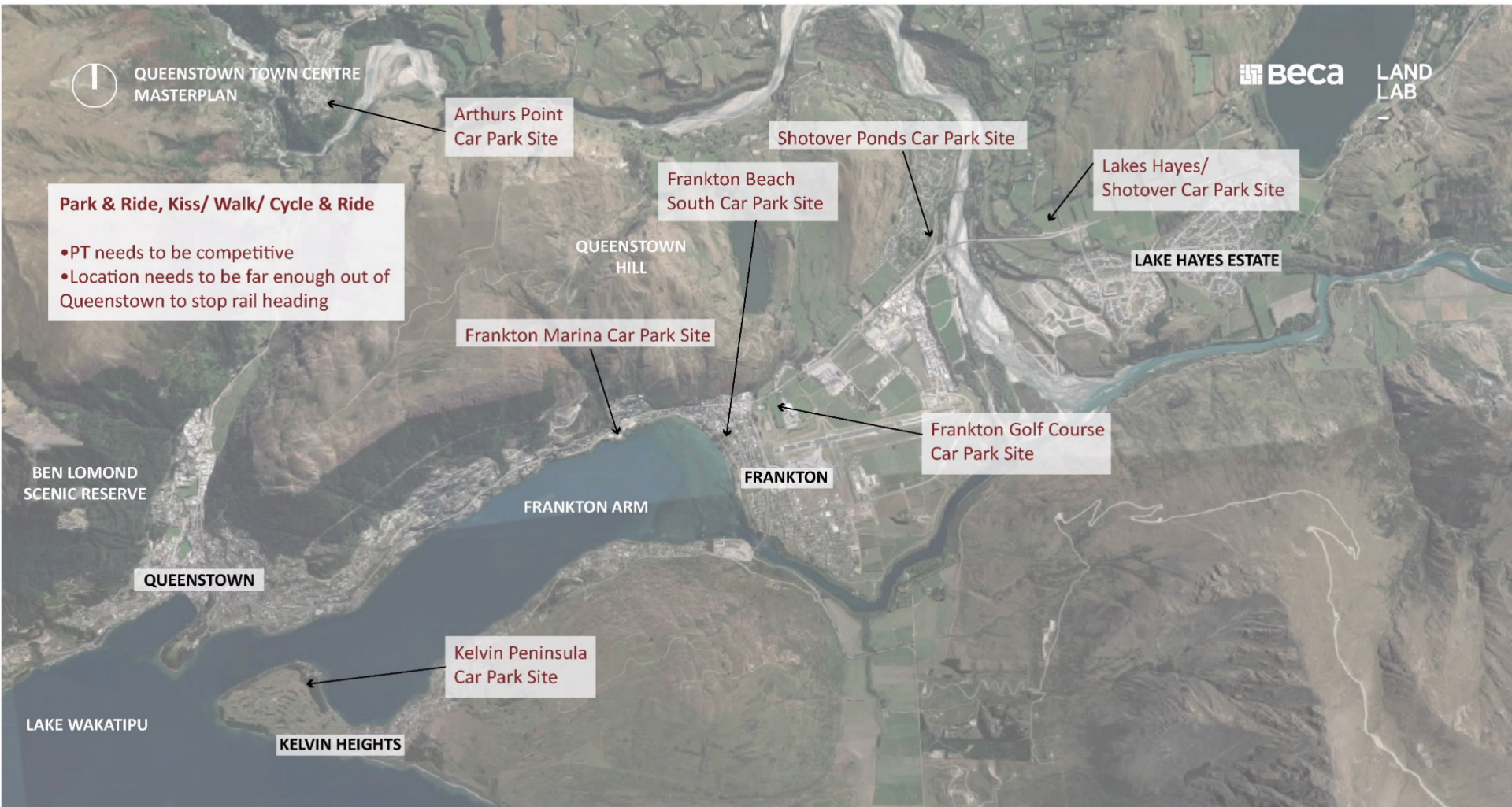
Page 10

Parking Interventions and Programmes

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Park & Ride Car Park Options



Parking Interventions and Programmes

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Public and Passenger Transport



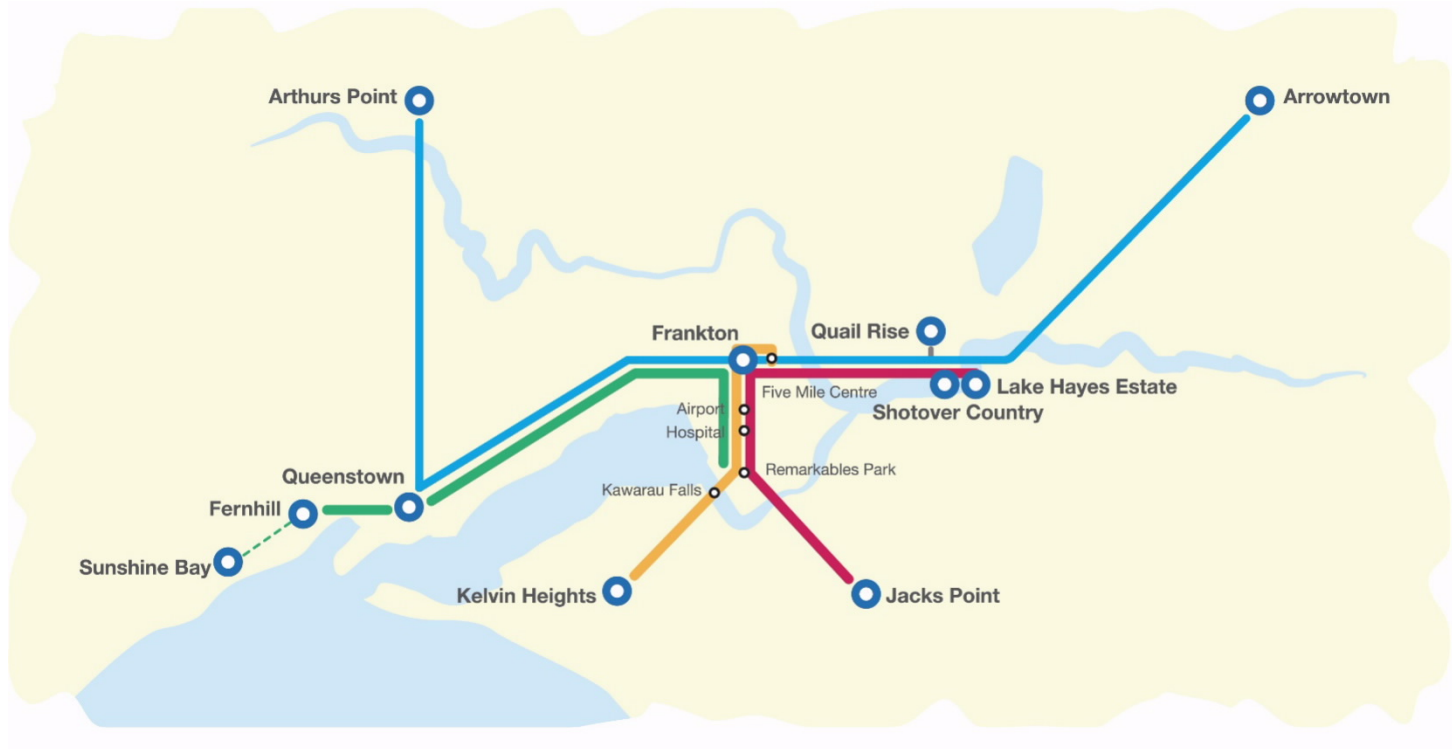
Background: Historical Snapshot

- 2012/13 – 660,000 public transport trips
- 2010 – 2014: Subsidised services = 20% increase in passenger trips per annum
- 25% increase in fares in 2014, with additional increase in 2015
- 2015/16 – 530,000 trips (-10%)



Proposed Improvements

Simple routes



Proposed Improvements

Coordinated and consistent timetable

Route	Description	Desirable hours of operation between	Frequency	Contract Unit
1	Sunshine Bay (peak only) Fernhill to Queenstown-Frankton Flats-Airport-Remarkables Park-Airport	6.00am to 12 midnight	15 minutes 30 minutes (evening off-peak)	6
2	Arrowtown-Frankton Flats-Queenstown Town Centre-Arthurs Point	6.00am to 10.00pm	30 minutes (peak) 60 minutes (off-peak)	7
3	Five Mile-Frankton Flats-Airport-Remarkables Park-Kelvin Heights	6.00am to 10.00pm	60 minutes	7
4	Lake Hayes to Jacks Point	6.00am to 10.00pm	30 minutes (peak) 60 minutes (off-peak)	6

Services will operate at the same frequency every day of the year except Christmas Day

Simplified fare structure

Zone	Cash		Go Card	
	Child	Adult	Child	Adult
Zone 1 and 2	\$4.00	\$5.00	\$1.50	\$2.00
Zone 3 (Airport)	\$8.00	\$10.00	\$1.50	\$2.00



Forecast Patronage Increases

- Substantial patronage increases (approx. 20 trips per hour)
- Potential immediate impact on mode share.

What	2017	2017	2018	2019	2020	2021
Patronage	530k	+260k	1.12m	1.25m	1.32m	1.45m
Estimated TC bus stop requirements	2	4	6	Bus interchange	Bus interchange	Bus interchange

- Pre Stage 1 Improvements Passenger movements increased from 40,000 for Feb 2017 to 100,000 for Feb 2018 Post Stage 1 Improvements
- If the future target = **2,000 passenger per hour**, then this will require **40 full bus trips per hour** (assuming 50 people per bus).

Public and Passenger Transport ILM

Queenstown Town Centre Public and Passenger Transport Facilities

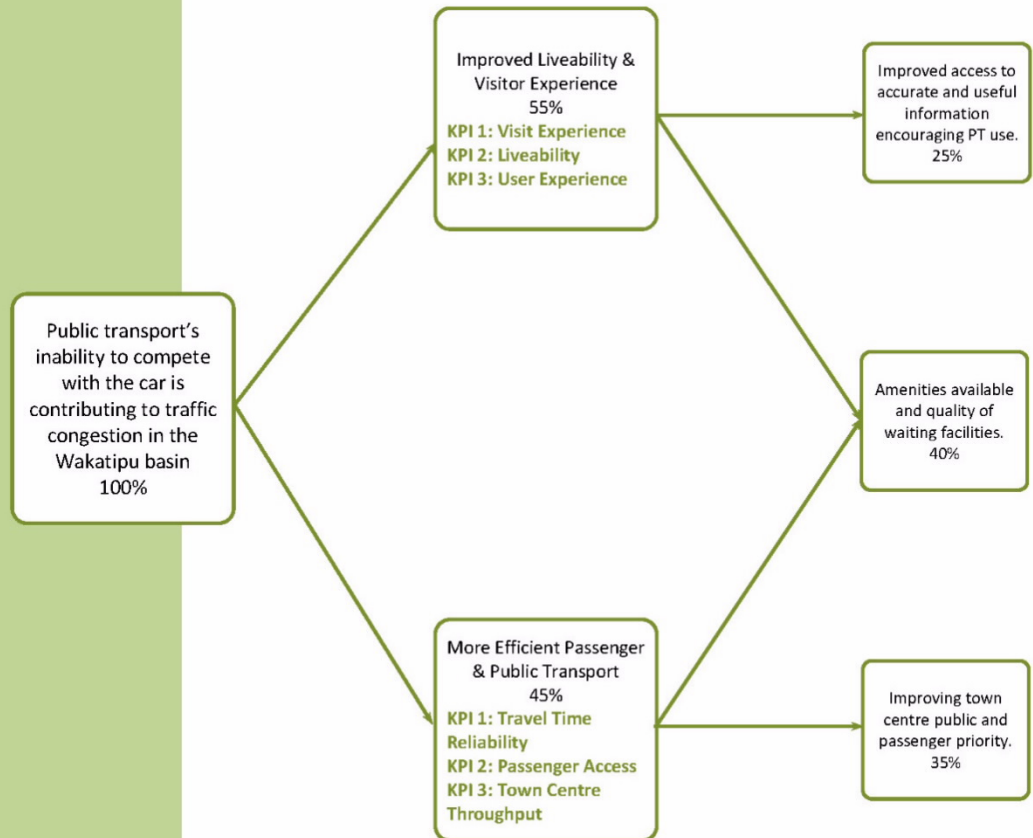
Providing effective and efficient public and passenger transport experience for all users.

INVESTMENT LOGIC MAP
Program

PROBLEM

BENEFIT

STRATEGIC RESPONSE



Public and Passenger Transport ILM

Public and Passenger Transport ILM Problems_

100%

Public transport's **inability to compete with the car** is contributing to traffic **congestion** in the Wakatipu Basin

Public and Passenger Transport ILM Benefits_

Improved **liveability** and visitor **experience**

More efficient passenger and public transport

Need new arterials

Bring locals back to town

PT will compete with the car

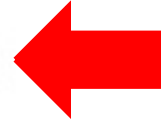
Provides bus priority

Invigorates town centre development

Public and Passenger Transport ILM

Programme Themes include_

- 1 Demand and Productivity Focus (Service Improvements)
- 2 Multiple on Street Locations
- 3 Upgrade Existing - Camp Street (4 Bays)
- 4 On-Street - New Stanley Street (6 Bays)
- 5 On-Street - Focus/Reduced Traffic (Stanley Street or Similar)
- 6 Off-Street - Focus (Dedicated facility)
- 7 Full Suite

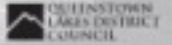


Each **programme** will include elements of the **Strategic Options**.

Public Transport Hub

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS

QUEENSTOWN
TOWN CENTRE



Public Transport

Traffic re-directed from Stanley Street to provide PT priority. New on street facility for local and regional bus services. One way priority on Shotover Street between Stanley and Henry Street supports PT priority.

No PT movements within town centre other than on Stanley Street.



Public Transport Hub

CARS 70%

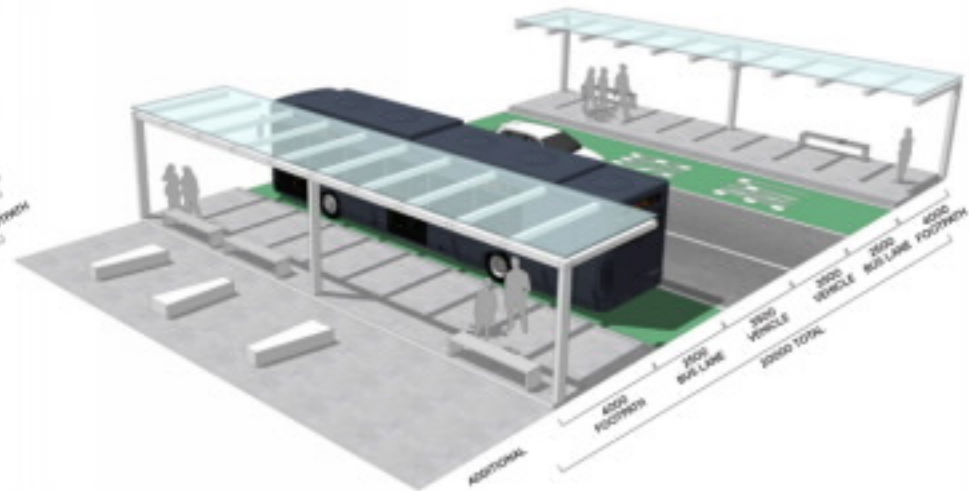
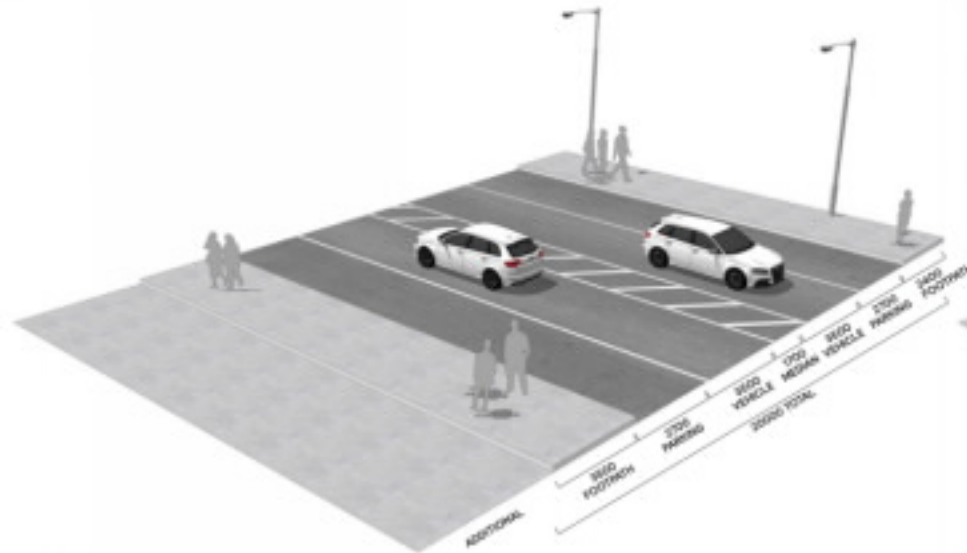
PEOPLE 30%

CURRENT

CARS 60%

PEOPLE 40%

PROPOSED



STANLEY STREET BUS INTERCHANGE (EXISTING)

Existing Condition. The existing cross section is 20m between the Liquorland site (south) and Reserve (north). The spatial allocation of the street provides 70% of space for vehicles and 30% for pedestrians.

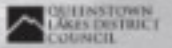
STANLEY STREET BUS INTERCHANGE (PROPOSED)

Design Intent. The proposed cross section provides 64% of space for vehicles and 36% for pedestrians. This is achieved by removing the median, reducing vehicle lanes to 3250mm and widening the footpaths to 4000mm. This option provides bus shelters for pedestrians waiting for buses.

Public Transport Hub

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS

QUEENSTOWN
TOWN CENTRE



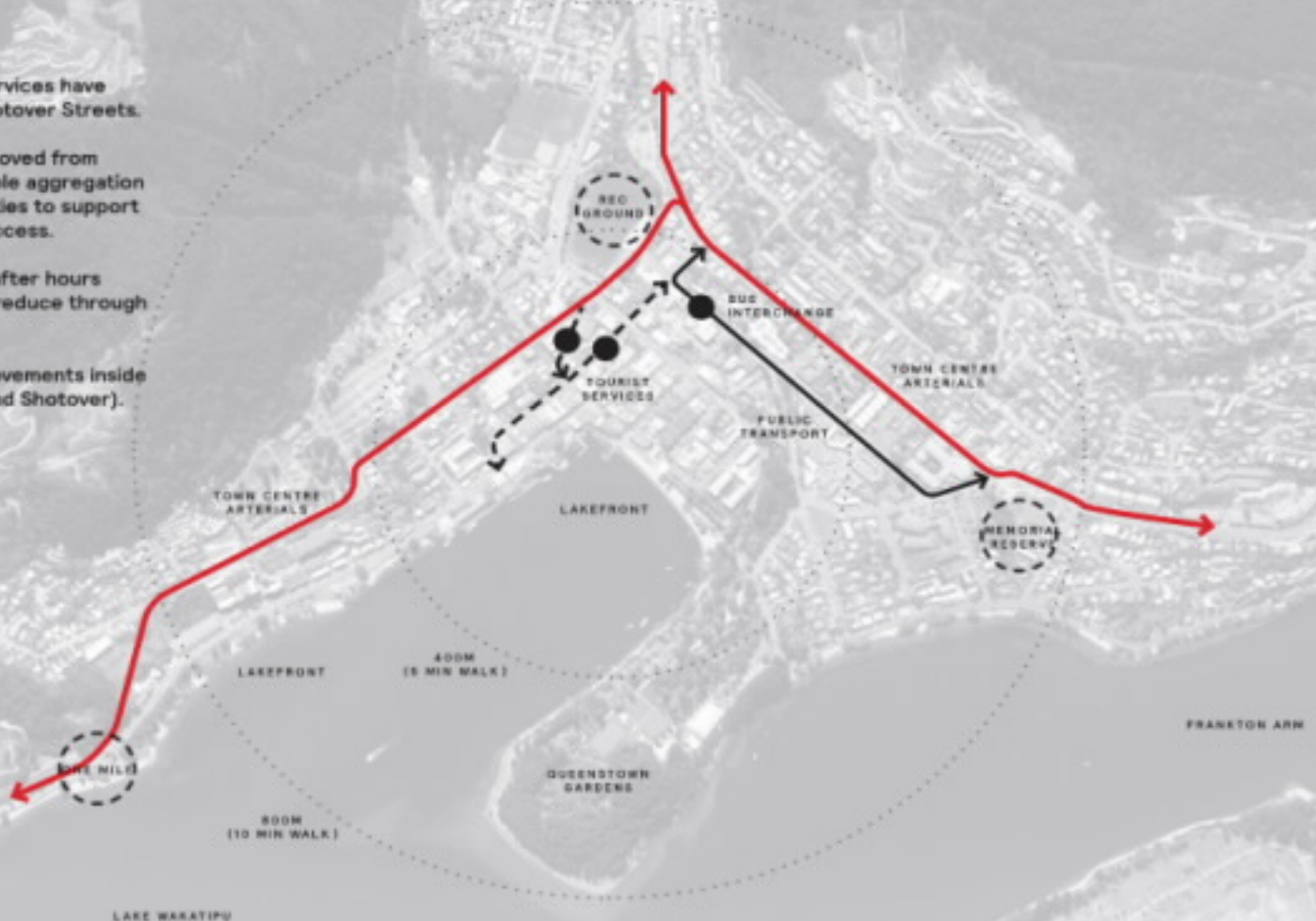
Tourist Services/Taxi/Pick Up and Drop Off

Tourist and Mountain services have priority on Duke and Shotover Streets.

Private vehicles are removed from Shotover Street to enable aggregation of taxi and loading facilities to support town centre function/access.

Private vehicle parking after hours only. Traffic calming to reduce through movements.

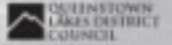
Minimal bus or coach movements inside historic core (Stanley and Shotover).



Cycle Network - On Street

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS

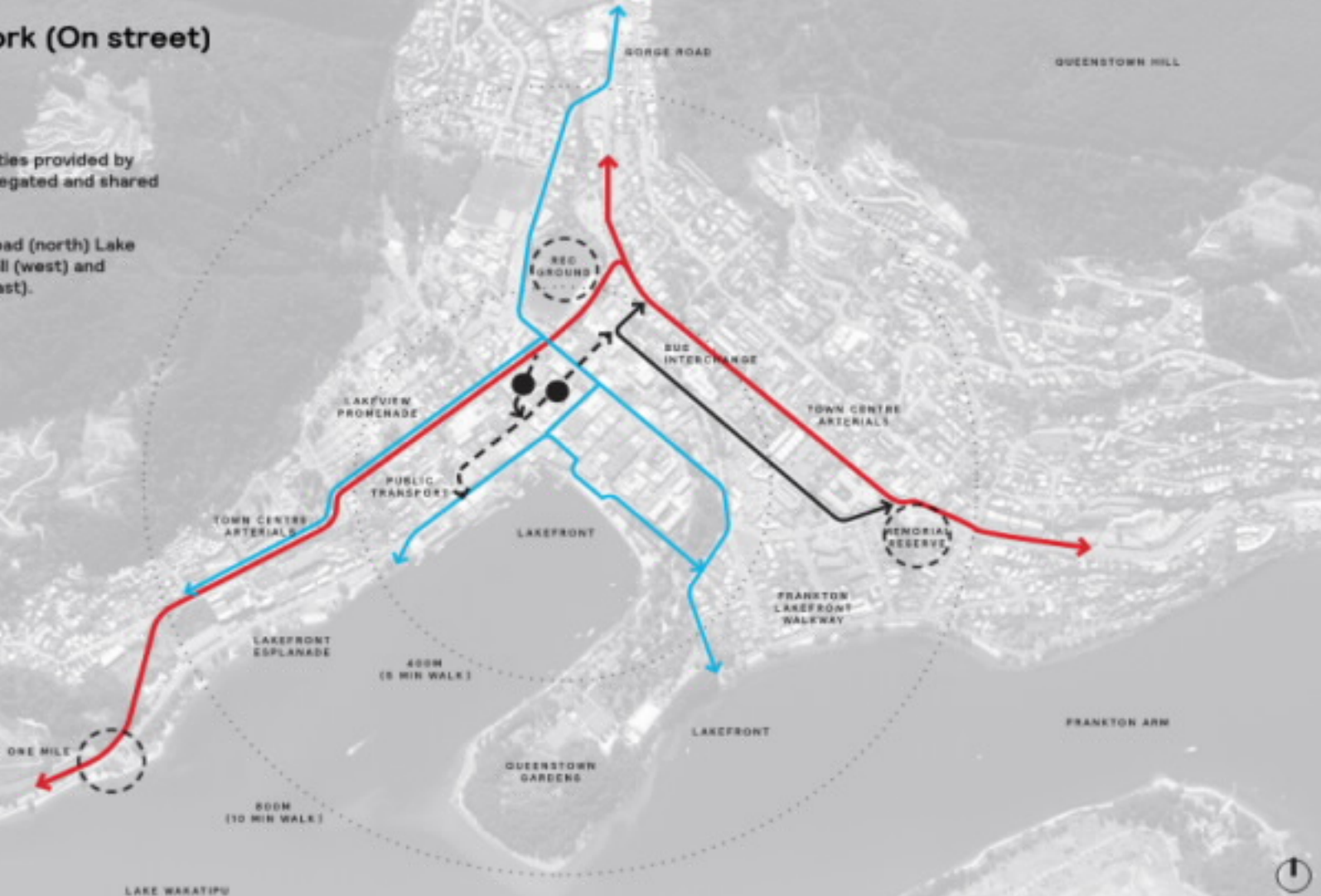
QUEENSTOWN
TOWN CENTRE



Cycle Network (On street)

On street cycle facilities provided by new network of segregated and shared paths.

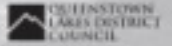
Connect to Gorge Road (north) Lake Esplanade and Fernhill (west) and Frankton Walkway (east).



Cycle Network - Off Street

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS

QUEENSTOWN
TOWN CENTRE



Cycle Network (Off Street)

Off street cycle facilities support increased access and town centre connectivity. Connect to regional network of trails, recreational and commuter destinations.



Ferry Network

QUEENSTOWN TOWN CENTRE
PUBLIC AND PASSENGER TRANSPORT
FERRY LOCATIONS

QUEENSTOWN
TOWN CENTRE



Public Transport - Ferry Locations Shortlist

All locations within 400m of Town Centre

Option A - Park Street, linked to Town Centre via Queenstown Gardens. Resilient to weather conditions

Option B - Queenstown Gardens. Linked to Town Centre via a boardwalk. Integrated with swimming amenities.

Option C - Earnslaw Park. Wharf extension.

Option D - South of Earnslaw Park. Extension to existing infrastructure (subject to ownership)

Option E - Lake Esplanade, within walking distance to Town Centre and Lakeview

SKYLARK GONDOLA

RECREATION
GROUND

LAKEVIEW

TOWN CENTRE

TOWN WHARF

LAKEFRONT

400m (5 mins)

LAKE WAKATIPU

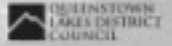
QUEENSTOWN
GARDENS



Ferry Network - Preferred

QUEENSTOWN TOWN CENTRE
TOWN CENTRE ARTERIALS

QUEENSTOWN
TOWN CENTRE



Waterborne Public Transport

Provision of water taxis and ferry service from Kelvin Heights and Frankton to Queenstown Town Centre



Future Public Transport

QUEENSTOWN TOWN CENTRE
PUBLIC AND PASSENGER TRANSPORT
TRANSPORT STRATEGY

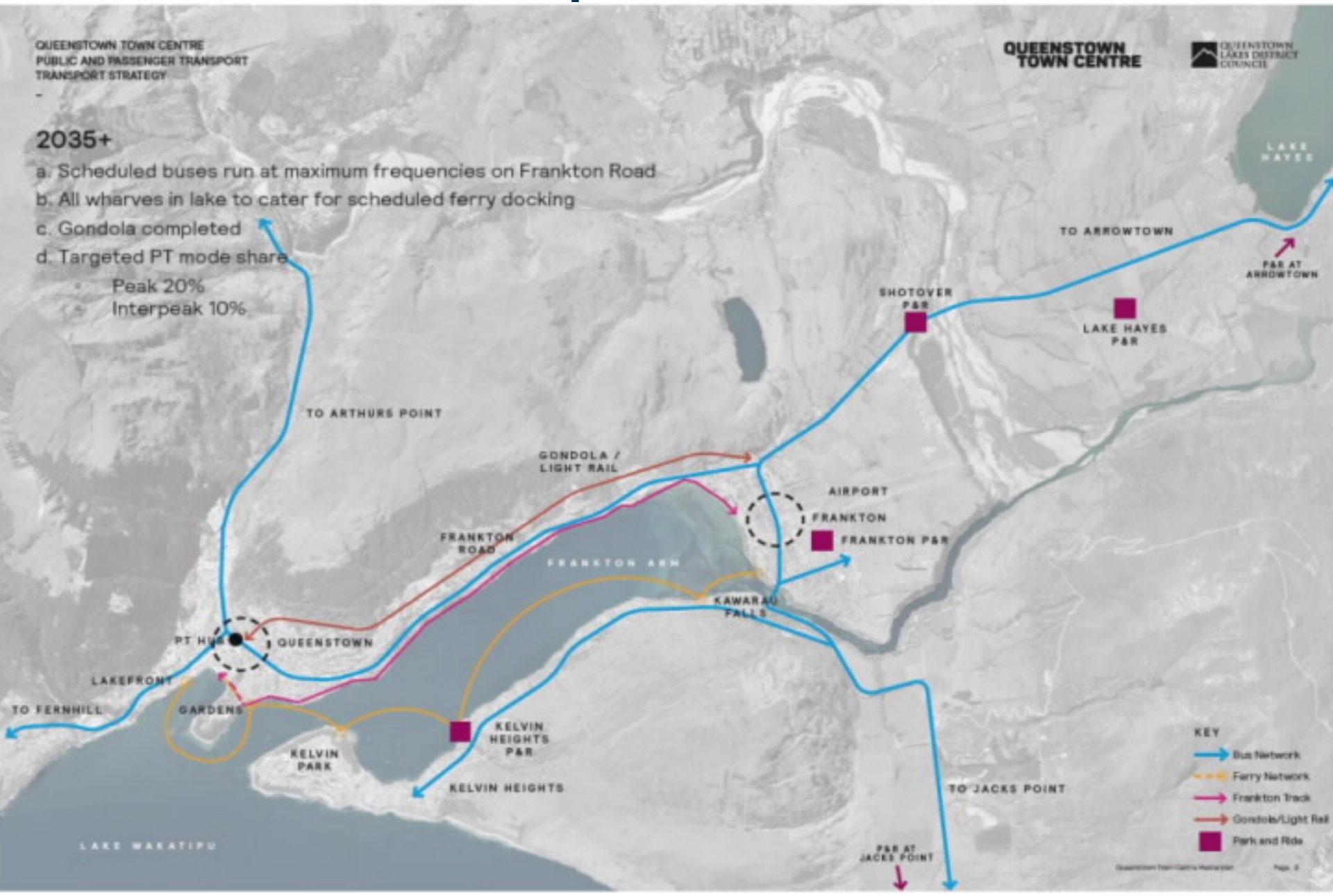
QUEENSTOWN
TOWN CENTRE

QUEENSTOWN
LAKES DISTRICT
COUNCIL

2035+

- a. Scheduled buses run at maximum frequencies on Frankton Road
- b. All wharves in lake to cater for scheduled ferry docking
- c. Gondola completed
- d. Targeted PT mode share

Peak 20%
Interpeak 10%



KEY

- Bus Network
- Ferry Network
- Frankton Track
- Gondola/Light Rail
- Park and Ride

Integrated solutions – Arterial Catalyst

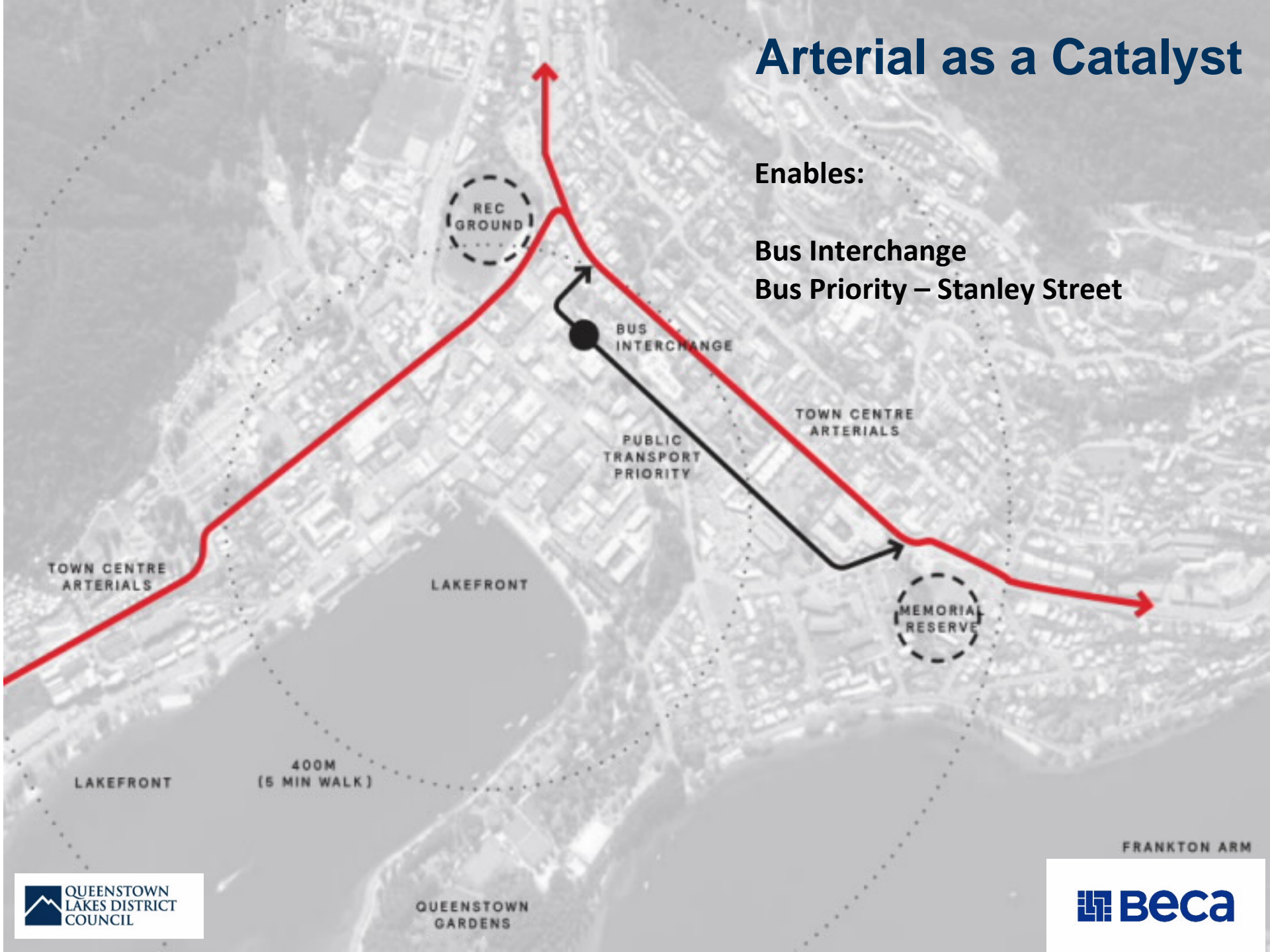


Arterial as a Catalyst

Enables:

Bus Interchange

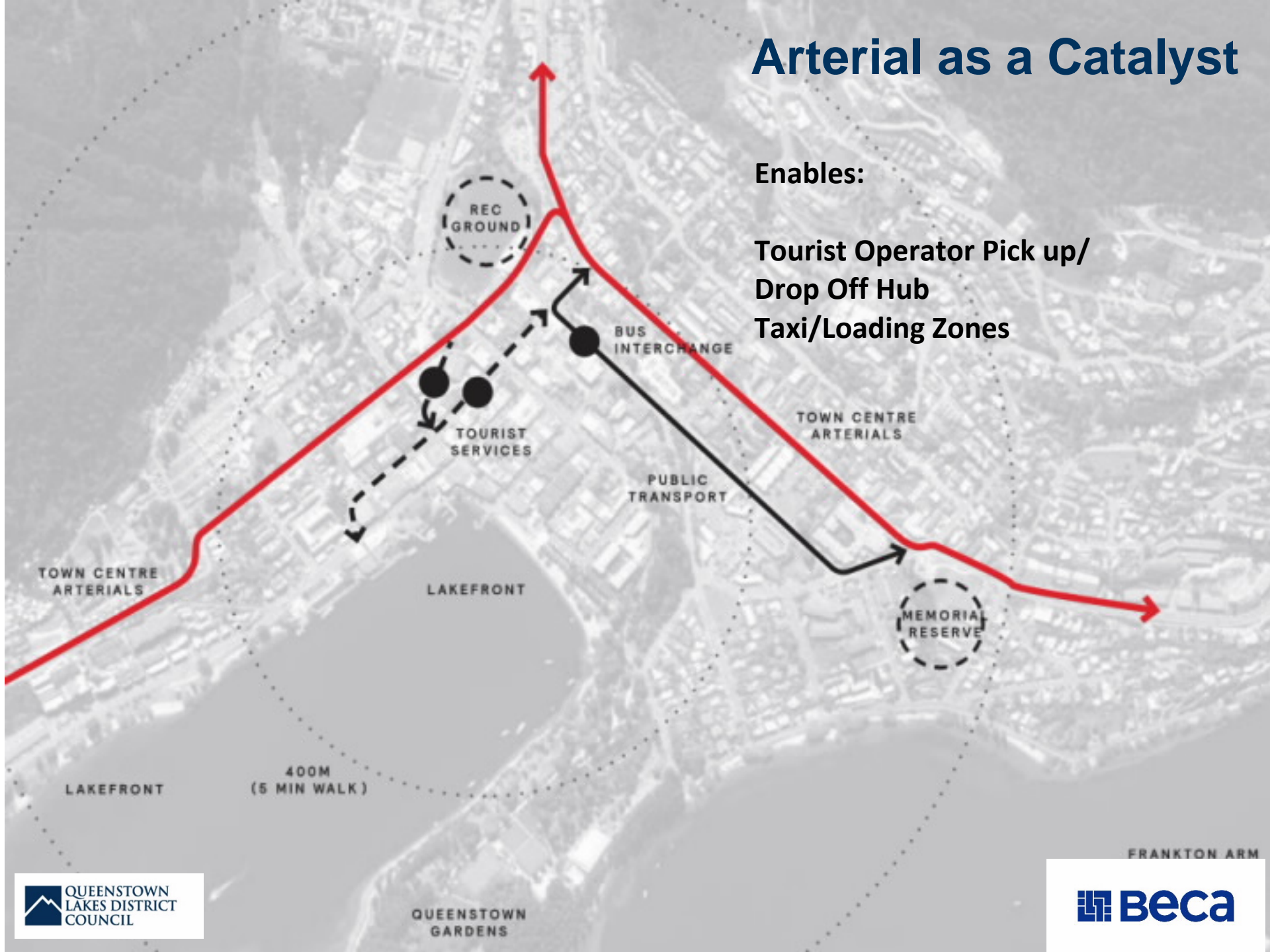
Bus Priority – Stanley Street



Arterial as a Catalyst

Enables:

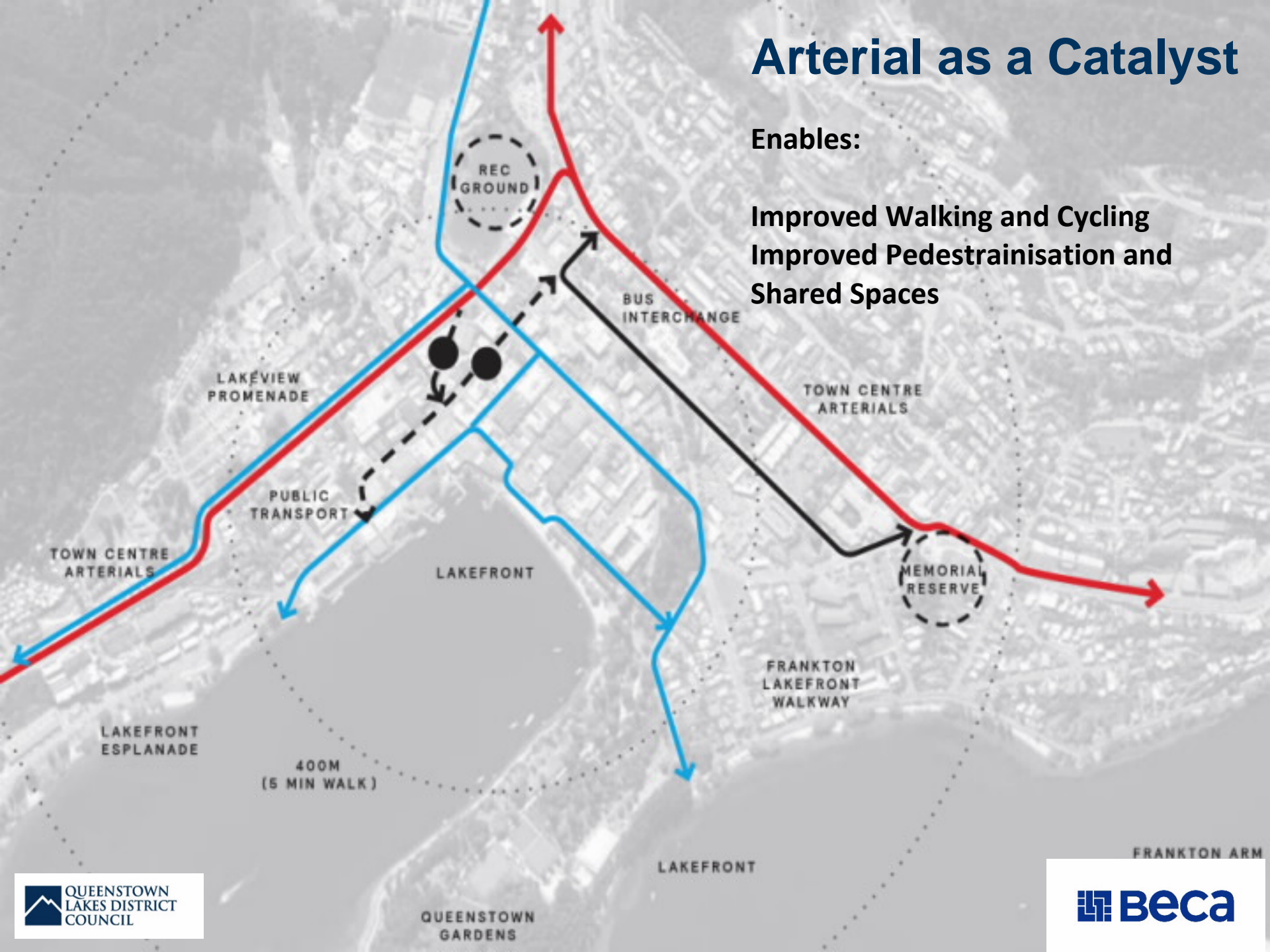
Tourist Operator Pick up/
Drop Off Hub
Taxi/Loading Zones



Arterial as a Catalyst

Enables:

Improved Walking and Cycling
Improved Pedestrianisation and
Shared Spaces



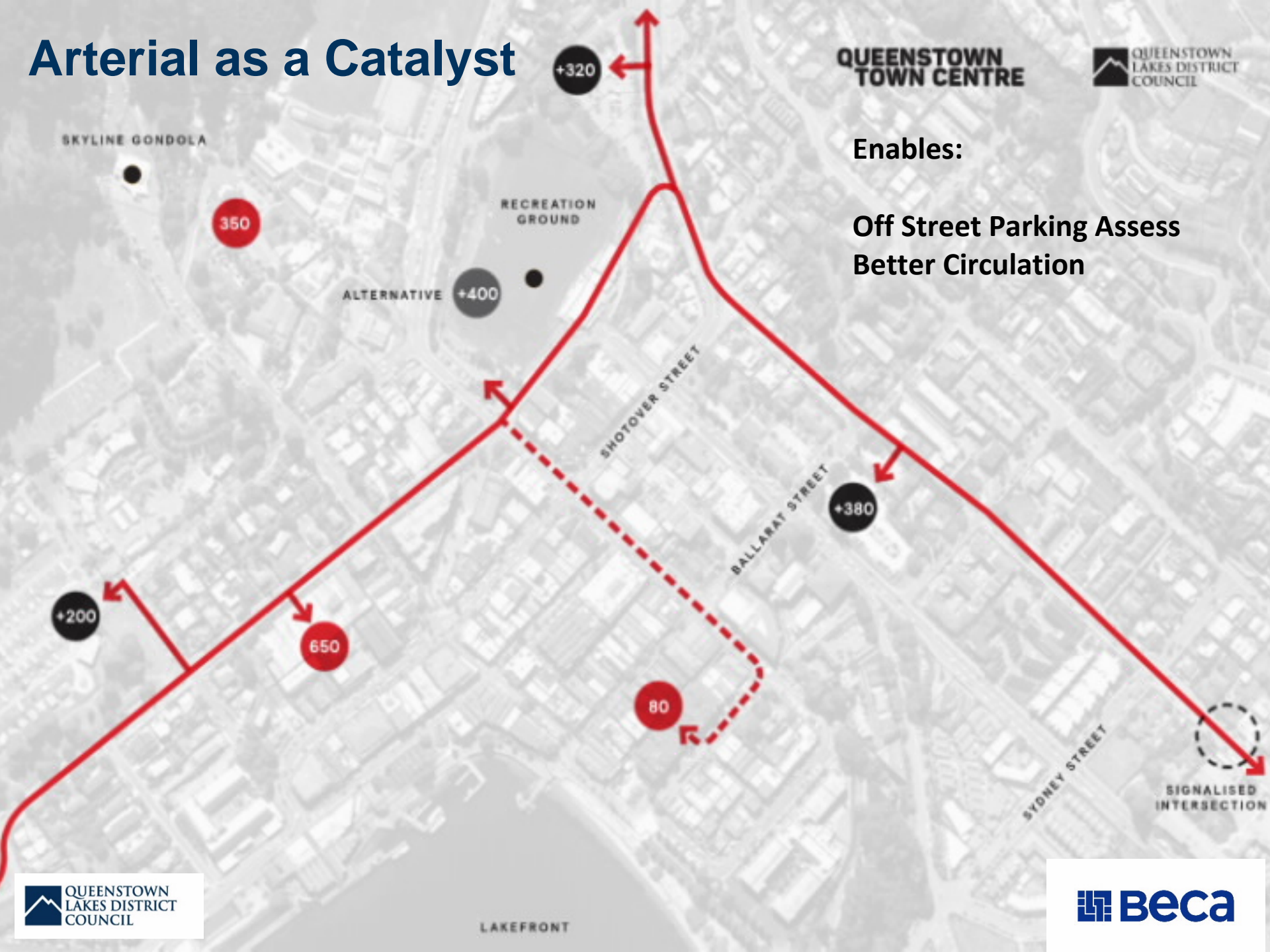
Arterial as a Catalyst

QUEENSTOWN
TOWN CENTRE

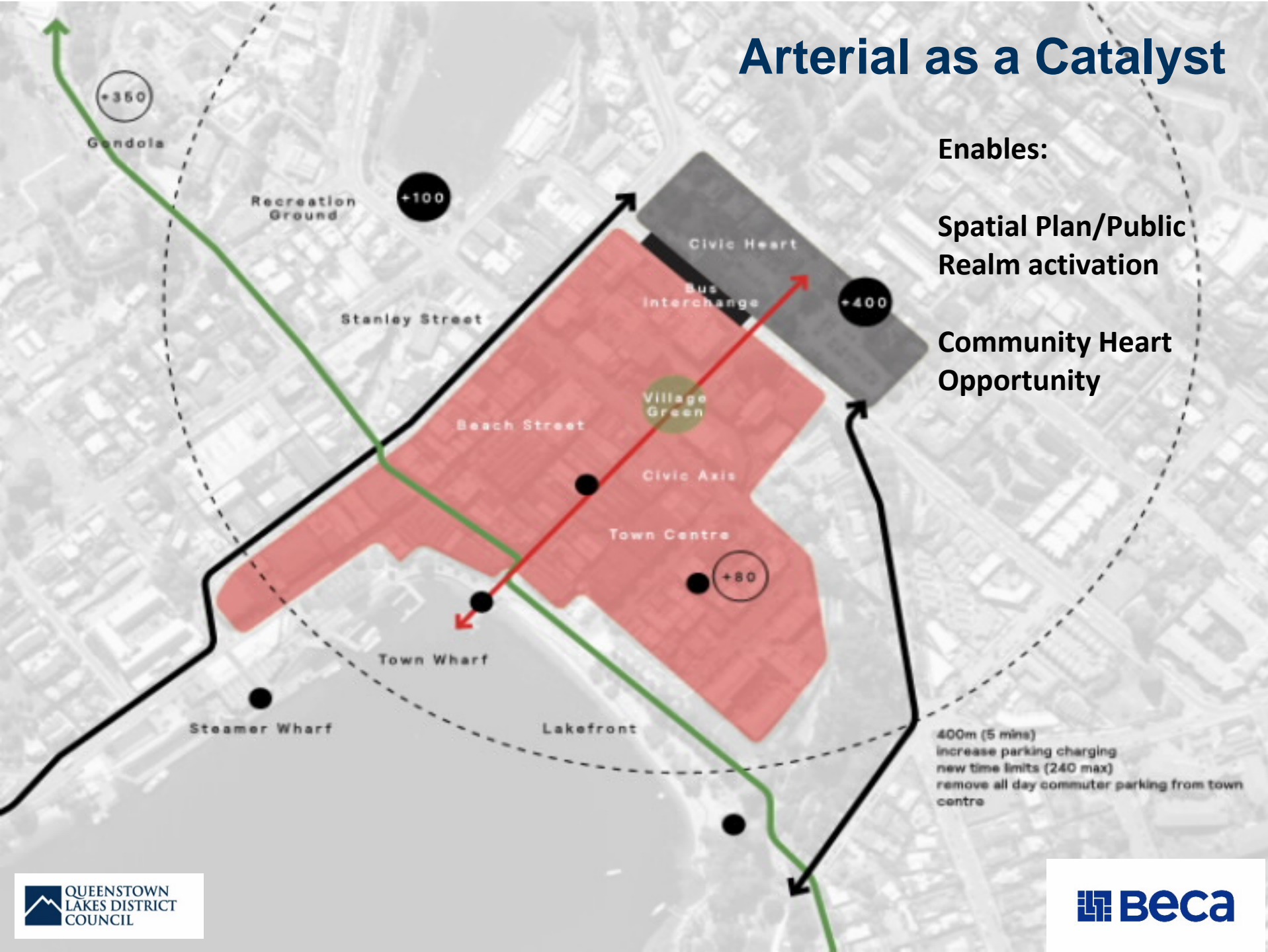


Enables:

Off Street Parking Assess
Better Circulation



Arterial as a Catalyst



Enables:

Spatial Plan/Public Realm activation

Community Heart Opportunity

Arterial as a Catalyst



Enables

1. Economic Activation

- Lakeview
- Man Street
- Stanley Street
- Shotover Street
- Community Heart Precinct

2. Spatial Plan/Public Realm activation

- Lake Front
- Gardens – Gondola
- Streets and Lanes
- Parks/Open Space
- Community Heart
- Shared Spaces

Masterplan Design Principles



COMPACT

Intensification
reinforcing the city centre as the civic and cultural heart of the region



WALKABLE

Improving walking and cycling as ways to move to and around the city centre



DIVERSE

Maintaining/enhancing the diversity of the city centres retail, entertainment and cultural experience



HUMAN SCALE

Encouraging built form that provides diversity, affordability, intensification whilst maintaining the low rise (3-4 level) human scale of the city centre



SMART

Improving local and visitor experiences through world leading technology and information



AUTHENTIC

Enhancing/maintaining the unique landscape and cultural heritage of the city centre



MAGNETIC

Protecting and enhancing the city centres experience, quality and landscape setting as a visitor draw card



ACCESSIBLE

Improving access to and around the city centre via other modes (bus, walk, cycle, water)



SUSTAINABLE

Enhancing the sustainability and environmental quality of the city centre



PLACE

Curation and management of the city centre, efficient functionality and a cohesive look and feel

4.1 Preferred Programme

Key

-  Town Centre Arterials
-  Shotover Street Upgrades
-  Stanley Street Bus Lanes and Interchange
-  Town Centre Public Realm Upgrades
-  Civic Axis
-  East - West Green Streets
-  On Street Bus Facility
-  Passenger Transport Stops
-  Lakeview Walkway
Pedestrian and Cycle Shared Path
-  Town Centre Cycleway
Camp Street and Rees Street
-  Park Street Public Realm Upgrade
-  Lake Esplanade Shared Path
-  Lake Esplanade Public Realm Upgrade
-  Lakeview / Ben Lomond Trail



ONE MILE ROUNDABOUT

LAKE WAKATIPU

QUEENSTOWN GARDENS

WALKING / CYCLING
FRANKLIN TRACK

FERRY LINK

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
MOVEMENT NETWORK

QUEENSTOWN
TOWN CENTRE

- KEY
-  PUBLIC TRANSPORT
 -  LAKEFRONT WALKWAY
 -  CYCLEWAY
 -  ARTERIAL
 -  BUS INTERCHANGE
 -  TOURIST SERVICE STOPS
 -  CARPARK
 -  FERRY STOP
 -  POTENTIAL GONDOLA LINK TO AIRPORT



1:2500 @ A4
1:5000 @ A3
www.spridell.co.nz

Future Ballarat Street/Stanley Street Intersection

QUEENSTOWN TOWN-CENTRE
SPATIAL FRAMEWORK
VIEW 001

View 001
Stanley Street
Looking west along Stanley Street showing proposed street upgrades, on-grade bus street interchange (on-grade) and proposed Civic A (1st) and Community Heart Campus (2nd).

QUEENSTOWN
TOWN CENTRE



Future Beach Street/ Earnslaw Park

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 002

QUEENSTOWN
TOWN CENTRE



View 002
Beach Street
Looking south along Beach Street, showing proposed street
landscaping, enhanced pedestrian space, and services
that support community gathering and events.

Future Rees Street/Shotover Street Intersection

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 003

QUEENSTOWN
TOWN CENTRE



View 003
Rees and Brecon Streets
Looking west along Rees Street showing proposed shared
space treatment, on-street destination amenity and open
space at lower Brecon Stairs and proposed Starkey Street
improvements.

Future Memorial Street Arterial

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 004

QUEENSTOWN
TOWN CENTRE

View 004
Memorial Street
Looking north along Memorial Street showing proposed streetscape treatment of town centre arterial connection, enhanced Recreation Ground (left) and future built form (centre and right)



Future Church Street

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 005

QUEENSTOWN
TOWN CENTRE

View 005
Church Street
Looking south along Church Street showing proposed
streetscape treatment, enhanced lakefront connections,
Camp Street upgrade and proposed open space around St
Peters Church.



Future Brecon Street/Man Street Intersection

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 008

QUEENSTOWN
TOWN CENTRE

View 008
Man Street
Looking north along Man Street showing proposed arterials
treatment, shared path and future town centre built form/
intensification.



